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SPECIAL REPORT

THE BOOK BUSINESS

FACTS & FIGURES 1991

The Year's Bestsellers... and the Ones That Weren't

Top-Selling Children's Books

Book Title Output

Average Book Prices

Truth Is Weaker Than Fiction

Unit sales for nonfiction bestsellers are down while fiction sales hold their own high numbers

BY DAISY MARYLES

Looking at the bestsellers of 1991—books whose publishers claim sales of 100,000 copies or more during that calendar year—we see that certain trends from last year continue to prevail.

For the second year in a row, the following points can be stated emphatically:

• Fiction continues to outsell nonfiction, and in 1991 the gap between the two was even more pronounced. Consider the fact that the lead fiction title, *Scarlett*, sold over two million copies, while the leading nonfiction book, Katharine Hepburn's autobiography, *Me*, needed only about 800,000 copies to win the top spot. Four more novels claimed sales over the one million mark. In nonfiction, the same grouping ranged from 600,000+ down to more than 450,000. Was it only five years ago that the nonfiction leader, Bill Cosby's *Fatherhood*, outsold Stephen King's *It* by almost two to one—that's 2.4 million vs. 1.2 million? That same year, all 15 nonfiction bestsellers had sales over 300,000; fiction bottomed out at about 183,000.

• Once again, not a single first novel could be found among last year's titles with sales of 100,000+. Knopf's *Damage* by Josephine Hart, which was on *PW*'s weekly charts for 16 weeks, came closest, selling over 90,000 copies. But at least this year there were some new names on the top 15 list, with very impressive sales data.

• The number of titles that went over the 100,000 sales mark are fairly level with last year's tallies. In fiction, 57 novels achieved that ranking, three more than 1990's group of 54. In nonfiction, there were 62 books this year with six-figure unit sales, two more than last year's 60. The record was set in 1989 when 63 novels and 78 works of nonfiction sold over 100,000 copies.

• In general, popular nonfiction topsellers continue to be by writers who have achieved celebrity status in the fields of politics, entertainment, sports and business. How-to remains a strong nonfiction bestselling category, especially in the cooking and financial fields.

Scarlett, *the lead fiction seller, outsold* Me, *the lead nonfiction book, by four to one.*

• In comparing sales figures for veterans of these annual lists, there were several cases in fiction and nonfiction where the author's sales rate seemed to be weakening. Garrison Keillor, Sidney Sheldon, Bill Cosby, Erma Bombeck, Jeff Smith and Robert Fulghum were among the authors with books in the top 15 that had not done as well as previous titles.

Gathering the Numbers

The books on *PW*'s annual bestseller lists, including the runners-up, are based on sales figures supplied by the publishers for new books published in 1990 and 1991. These figures, according to the publishers, reflect only 1991 U.S. trade sales—that is, sales to bookstores, wholesalers and libraries. Publishers, as always, were specifically instructed not to include book club, overseas and direct-mail sales transactions in their figures.

Clearly, the term "sales," as used on these lists, refers to books shipped and billed in calendar year 1991. While publishers were told to take into account returns made through February 1, 1992, in many cases the 1991 tallies include books still on bookstore and wholesaler shelves, books on the way back to the publishers' warehouse and/or books already on returns piles but not yet calculated. In the six weeks since we gathered these figures from the publishers, more returns were undoubtedly made.

Nevertheless, even at numbers closer to net, the books discussed here are more often than not the ones that spent weeks and sometimes months on *PW*'s weekly charts—tabulations that reflect actual sales to the customer. This year, we offer an innovation in this number-gathering exercise—a comparative look at how our list of top 1991 sellers, based on publisher sales figures, stacked up against last year's bestsellers at selected stores and wholesalers (see table on page 8).

These charts offer some interesting insights. In fiction, for the most part the top 10 books on *PW*'s annual list performed very well in all the sales outlets shown. Two novels of our top 15, *Sleeping Beauty* and *WLT*, didn't make the list at any of the stores on the chart; these were also the only two books in the first 15 that did not reach double-digit tenures on *PW*'s weekly

lists (*Sleeping* was on for six weeks, *WLT* for three.)

In nonfiction, the performance of *PW*'s top 15 was more erratic, with many more titles having little sales impact at the outlets polled. *Parliament of Whores*, #19 on *PW*'s list, performed better at the places polled than more than half the books in the top 10 group, going as high as #3 on Crown's list. We could not fit the bestsellers of two independents on the list, Northshire in Vermont and Odegard in St. Paul, Minn. Northshire's fiction list boasted two first novels, *Damage* and Whitney Otto's *How to Make an American Quilt*, and had *Harlot's Ghost* in the #5 spot. At Odegard's *WLT* came in second and *Crown of Columbus*, third; in both cases the retailer attributed the strong sales to author visits to the store. Odegard's nonfiction list had almost as many books on regional subjects or by regional writers among its top 15 as they had national bestsellers.

Of the year's 57 fiction bestsellers, several never appeared on *PW*'s weekly hardcover lists, including: *Reunion: Star Trek, Curtain, For All Their Lives, Dragon Reborn, Daughter of Deceit* and *Love and Desire and Hate*.

Of 1991's top-selling nonfiction titles, 10 made no appearance on a weekly *PW* hardcover chart. They are: *Wisdom of the 90's, Dave Barry's Only Travel Guide You'll Ever Need, Zapp, Martha Stewart's Gardening, Still Talking, Principle-Centered Leadership, If You Really Loved Me, The Money Culture* and *Christmas Cats*. Of course, being a weekly bestseller requires volume and velocity. Some of the titles that didn't make the list but had good numbers would seem to be slower-selling yet blessed with long shelf lives.

The Fiction Leaders

Few would argue that *Scarlett* was certainly the hit of the hardcover season. How could the book have missed, since it was the sequel to the all-time bestselling novel, *Gone with the Wind*? But Alexandra Ripley set some pretty impressive sales records of her own: her book may be the fastest-selling hardcover fiction ever, based on its sales of 2,148,225 between September 25 and the year's end. Back in 1936, *Gone with the Wind* led *PW*'s annual list with sales of about one million copies made from June to December. That book cost the consumers $3—no small sum in those days. *Scarlett* cost $24.95—ditto today. It is unlikely that Ripley will match another of *GWTW*'s stellar achievements—Margaret Mitchell's tome was the #1 fiction hardcover bestseller again in 1937.

John Grisham is also making his first appearance on these year-end list, albeit for his second fictional attempt (his first, *A Time to Kill*, is currently a trade paperback bestseller). Nevertheless, his initial bestseller run would be envied even by long-term chart veterans. First, he was on the weekly charts in 1991 for 41 weeks, almost twice as long as the second-longest-running novelist (Mary Higgins Clark with 22 weeks for *Loves Music, Loves to Dance*). Second, the book didn't drop off the hardcover list until the paperback edition was in full distribution. Grisham has pretty much secured a spot on next year's chart with his third book, *The Pelican Brief*; so far it has had a five-week run at the top of the weekly chart.

The third newcomer to the list is Timothy Zahn at #14 with *Star Wars: Heir to the Empire*, the first of a three-book cycle. Certainly, the movie *Star Wars* and its two sequels, *The Empire Strikes Back* and *Return of the Jedi* were among the great cinema successes of recent times. There were enough fans to give this science fiction epic a place on the annual bestseller chart.

The last newcomer(s), Judith Michael (AKA Judith Barnard and Michael Fain, a husband and wife writing team) makes it to a top 15 list with her (their) sixth novel, *Sleeping Beauty*. Last year, *A Ruling Passion* was #20.

The other 11 books that make up the top 15 list are all by authors that have been on these lists, many repeatedly. Five of the authors—King, Steel, Sheldon, Bradford and Koontz—were also on the 1990 year-end charts. Glancing back, one notices a particular Danielle Steel publishing and selling pattern beginning in 1982—one bestseller on the year-end charts in even years, two in odd years (except for 1983). Ten years ago, she made her first appearance, *Crossings*, at #13 with sales of 198,833. By 1985, her books were moving closer to the 500,000-copy range (*Secrets*) and in 1987 *Kaleidoscope* was her first hardcover to go over the one million mark (it was #3 that year). Despite the fact that Steel's other books have continued to sell in the seven-figure range (including her two 1991 titles, *No Greater Love*, #4, and *Heartbeat*, #5), she has yet to place at the head of a year-end list and consistently trails such male stalwarts as King, Clancy and Ludlum.

Lucky for Tom Clancy that his book, *The Sum of All Fears*, was pub-

lished before *Scarlett*. That gave him a run of eight weeks in the lead position on the weekly charts. Stephen King, who almost always enjoys some time at the apex of the weekly charts with a new book, could not crack the top spot during *Scarlett*'s reign. Nevertheless, final sales figures for both authors are considerable and, for Clancy, the tally sets a new record. Clancy wins the #2 spot for his sixth book with sales over 1.7 million. In 1989, *Clear and Present Danger*, led the list with sales of 1,625,544. According to his publisher, his first five novels total more than 28 million copies in print. Taking the #3 spot with sales of 1,508,732 is King's *Needful Things*. King's 1989 bestseller, *The Dark Half*—#2 that year—had higher sales with the year-end total reaching 1,562,657.

Sidney Sheldon's 11th novel, *The Doomsday Conspiracy*, took the #6 position this year with sales below his last two novels, *Memories of Midnight*, #4 in 1990, and *The Sands of Time*, #2 in 1988; both shipped and billed more than one million. This popular author's print figures for his 10 first books is close to 200 million worldwide, and all of his books have been filmed as a major motion pictures or TV mini-series.

Barbara Taylor Bradford is another veteran bestselling writer with impressive numbers attached to her oeuvre. *Remember* is her seventh book and seems to have set a new personal sales record, 445,564 books sold, enough for the #9 spot and ahead of her previous strongest seller, *To Be the Best*, #8 in 1988 with sales of 358,913. Last year, *The Women in His Life* was #13 with sales of 332,133. Five of her books have been made into mini-series and her novels have been published in 82 countries and 24 languages, with more than 35 million copies in print.

Ken Follett is another regular on these lists whose sales continue to improve. Two years ago, *The Pillars of Earth* made it to #8 with sales of more than 400,000. He again takes the same slot, but with an even higher sales total.

Dean R. Koontz has also seen his sales move upward. *Cold Fire* captures the #11 spot with sales of more than 410,000. On the 1990 year-end list, Koontz enjoyed the 12th spot with sales of 387,578 for *The Bad Place*. And the author's newest book, *Hideaway*, published in January 1992, has the distinction of being the title that managed to finally knock *Scarlett* of its top perch after its 15-week run in that spot.

Mary Higgins Clark takes the 10th spot with sales of more than 400,000 for her ninth book with Simon & Schuster. Her success should be an inspiration for many wannabe writers. Consider that it took her six years and 40 rejection slips before she sold her first short story in 1956 (for $100). In 1988, she signed an eight-figure contract with her publisher for four novels and a short story collection. She hit the weekly bestseller charts in 1975 with her first book, *Where Are the Children?*, and made these end-of-the-year lists for the first time back in 1987 with *Weep No More, My Lady* (#15 with sales of 234,000).

Amy Tan's second novel angst proved to be unfounded. Her sales of 385,373 and an 18-week run on the charts (seven weeks in the lead position) for *The Kitchen God's Wife* was strong enough to pull well ahead of her very successful first novel, *The Joy Luck Club*. That book was #18 on the 1989 year-end bestseller list with sales of 249,328.

Rounding off our top 15 is Garrison Keillor's *WLT*, #15 with sales of 292,366. It was not quite the success he enjoyed with *Lake Wobegon Days*, #3 in 1985 with sales of over 1.1 million, or the subsequent collection of Lake Wobegon stories, *Leaving Home*, which was #5 in 1987 with sales of about 788,000.

PW's 1991 Bestsellers
FICTION

1 **Scarlett: The Sequel to Margaret Mitchell's Gone with the Wind** by Alexandra Ripley. Warner Books (9/25/91); 2,148,225

2 **The Sum of All Fears** by Tom Clancy. Putnam (11/7/91); 1,783,399

3 **Needful Things** by Stephen King. Viking Penguin (10/15/91); 1,508,732

4 **No Greater Love** by Danielle Steel. Delacorte (11/22/91); 1,406,643

5 **Heartbeat** by Danielle Steel. Delacorte (3/11/91); 1,074,340

* 6 **The Doomsday Conspiracy** by Sidney Sheldon. Morrow (9/91)

7 **The Firm** by John Grisham. Doubleday (4/91); 544,079

* 8 **Night Over Water** by Ken Follett. Morrow (9/91)

9 **Remember** by Barbara Taylor Bradford. Random House (11/5/91); 445,564

*10 **Loves Music, Loves to Dance** by Mary Higgins Clark. Simon & Schuster (5/6/91)

11 **Cold Fire** by Dean R. Koontz. Putnam (1/16/91); 410,334

12 **The Kitchen God's Wife** by Amy Tan. Putnam (6/17/91); 385,373

*13 **Sleeping Beauty** by Judith Michael. Poseidon Books (10/29/91)

*14 **Star Wars: Heir to the Empire** by Timothy Zahn. Bantam (11/91)

15 **WLT: A Radio Romance** by Garrison Keillor. Viking Penguin (11/12/91); 292,366

Note: Rankings are determined by sales figures provided by publishers; the numbers generally reflect reports of copies "shipped and billed" in calendar year 1991 and take into account some early returns through the end of January 1992. Publishers do not yet know what their total returns will be so none of these figures should be regarded as final net sales.

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The Fiction Runners-up

Familiar names abound in the second tier of bestselling fiction. Many of the books in this group had one- to three-month runs on our weekly charts with Jeffrey Archer's novel on the list for 19 weeks. Science fiction, mystery & suspense and modern romances seem to dominate the group.

16. *The Deceiver* by Frederick Forsyth. Bantam
17. *Flowers in the Rain: & Other Stories* by Rosamunde Pilcher (St. Martin's, 265,715)
18. *The Seeress of Kell* by David Eddings (Del Rey, 265,000)
19. *Forgiving* by LaVyrle Spencer (Putnam, 254,216)
20. *Comeback* by Dick Francis (Putnam, 251,106)
21. *As the Crow Flies* by Jeffrey Archer (HarperCollins, 250,014)
22. *The Seventh Commandment* by Lawrence Sanders (Morrow, 227,510)
23. *Blindsight* by Robin Cook (Putnam, 224,070)
24. *Battleground* by W.E.B. Griffin (Putnam, 214,056)
25. *Vortex* by Larry Bond (Warner Books, 212,117)
26. *Saint Maybe* by Anne Tyler (Knopf, 200,000)
27. *The Druid Of Shannara* by Terry Brooks (Del Rey, 220,000)
28. *Paradise* by Judith McNaught (Pocket Books)
29. *The Duchess* by Jude Deveraux (Pocket Books)
30. *All the Weyrs of Pern* by Anne McCaffrey (Del Rey);

Fiction's 100,000+ Group

There were nine titles with reported sales of more than 150,000 in 1991

that did not make a top 30 list, three more than the seven that achieved this status in 1990. The 1991 titles include *Reunion: Star Trek: The Next Generation* by Michael Jan Friedman (Pocket Books); *The Rustlers of Westfork* by Louis L'Amour (Bantam); *Bright Captivity* by Eugenia Price (Doubleday); *The Grass Crown* by Colleen McCullough (Morrow); *The Novel* by James A. Michener (Random House); *Lila: An Inquiry into Morals* by Robert M. Pirsig (Bantam); *Beast* by Peter Benchley (Random House); *Darkness* by John Saul (Bantam); *Skymasters* by Dale Brown (Donald I. Fine/Putnam); and *The Eagle Has Flown* by Jack Higgins (Simon & Schuster).

Nine 1991 novels reported sales ranging from 149,000 to 125,000, one less than last year's figure of 10 titles in this range. The 1991 group are: *Russka* by Edward Rutherfurd (Crown); *"H" Is for Homicide* by Sue Grafton (Henry Holt); *The Secret Pilgrim* by John le Carré (Knopf); *Harlot's Ghost* by Norman Mailer (Random House); *Aspen Gold* by Janet Dailey (Little, Brown); *Curtain* by Michael Korda (Simon & Schuster); *Griffin & Sabine* by Nick Bantock (Chronicle Books); *Pastime* by Robert B. Parker (Putnam) and *For All Their Lives* by Fern Michaels (Ballantine).

Another 9 works of fiction racked up sales of 100,000 or more; there were seven in 1990. Three of these titles have yet to see a slot on one of *PW*'s weekly charts, specifically the novels by Robert Jordan, Victoria Holt and Joan Collins. At the same time, the two HarperCollins titles in this category—*Magic Hour* and *Outer Banks*—had bestseller tenures of more than 10 weeks.

Here's the 1991 line-up: *Angel Eyes* by Eric Lustbader (Fawcett); *Imajica* by Clive Barker (HarperCollins); *The Dragon Reborn* by Robert Jordan (St. Martin's/Tor); *The Piranhas* by Harold Robbins (Simon & Schuster); *Magic Hour* by Susan Isaacs (HarperCollins); *Outer Banks* by Anne Rivers Siddons (HarperCollins); *Maximum Bob* by Elmore Leonard (Delacorte); *Daughter of Deceit* by Victoria Holt (Doubleday) and *Love and Desire and Hate* by Joan Collins (Simon & Schuster).

Nonfiction Leaders

Katharine Hepburn's long-awaited autobiography had all the trappings of major success from the onset—a 500,000-copy first printing and nearly simultaneous publication in 12 countries. *Me* was on the weekly charts 24 times, 11 of them in the top slot.

An equally famous lady, but perhaps not as popular, was the subject of controversial biographer Kitty Kelley. *Nancy Reagan* was the #2 nonfiction bestseller and also had the distinction of being perhaps the fastest-selling nonfiction book in history. The publisher claimed to have shipped its entire printing of 600,000 within two days after its release on April 8. The controversy that raged over Kelley's exceedingly unflattering portrait of the former First Lady had the public rushing to buy the book; Waldenbooks reported about 40,000 copies sold in the first week. Ronald Reagan's memoirs (from the same publisher), *An American Life*, was #9 on the 1990 year-end list and did not do nearly as well in terms of copies sold; its gross sales were around the 375,000 mark. Nancy's own memoirs for Random House in 1989 did slightly better; it was #10 that year with sales of about 507,000.

Two of the top 15 nonfiction bestsellers were published under a cloak of secrecy—Oliver North's *Under Fire* and Bob Woodward's *The Commanders*. In both cases, the lack of early word-of-mouth hoopla seemed not to matter. Increasingly, controversial books, particularly those dealing with Washington political hot potatoes, are kept under wraps prior to publication, sometimes because of lucrative first serial rights. In the case of North's inside story of the Iran-Contra affair, the secrecy was paramount because the case was still in court and the publisher and author did not want any of the book's contents subpoenaed. Another interesting aside on this title was the HarperCollins distribution plan for the book, also handled with maximum discretion.

Woodward's book revealed to the American public some of the thinking that went on in the inner circles of the Bush administration about the events leading to the 1989 Panama invasion and the Gulf war. The author is no stranger to these annual lists; his previous title, *Veil: The Secret World of the CIA*, was the #4 bestselling fiction in 1987 with sales of about 592,000.

Another controversial bestseller, also from Simon & Schuster, was *Den of Thieves* by James B. Stewart, a Pulitzer Prize–winning *Wall Street Journal* editor. It told the story of the four men—Ivan Boesky, Michael Milken, Dennis Levine and Martin Siegel—who defined the greed and glory days of Wall Street during the '80s. The book is still on the weekly lists—so far its 24 weeks—and the publisher claims that Alan Dershowitz's "smear campaign" on behalf of Milken generated a burst of renewed publicity for the book and helped sell more copies.

Controversy certainly fueled the sales of some of the top 1991 bestsellers, especially *Final Exit*, a how-to on suicide published by Carol with the Hemlock Society. The book's road to bestsellerdom was inspired by publisher Steve Schragis's strong efforts to bring attention to the need for more open discussion of "rational suicide if and when suffering becomes unbear-

PW's 1991 Bestsellers
NONFICTION

1 **Me: Stories of My Life** by Katharine Hepburn. Knopf (9/24/91); 800,000

* 2 **Nancy Reagan: The Unauthorized Biography** by Kitty Kelley. Simon & Schuster (4/17/91)

3 **Uh-Oh: Some Observations from Both Sides of the Refrigerator Door** by Robert Fulghum. Villard Books (8/26/91); 550,403

4 **Under Fire: An American Story** by Oliver North with William Novak. HarperCollins (10/24/91); 547,633

5 **Final Exit: The Practicalities of Self-Deliverance and Assisted Suicide for the Dying** by Derek Humphry. Hemlock/Carol (4/91); 456,634

6 **When You Look Like Your Passport Photo, It's Time to Go Home** by Erma Bombeck. HarperCollins (8/1/91); 411,541

* 7 **More Wealth Without Risk** by Charles J. Givens. Simon & Schuster (11/15/91)

* 8 **Den of Thieves** by James B. Stewart. Simon & Schuster (11/15/91)

9 **Childhood** by Bill Cosby. Putnam (10/25/91); 384,840

*10 **Financial Self-Defense** by Charles J. Givens. Simon & Schuster (11/16/90)

*11 **The Frugal Gourmet Celebrates Christmas** by Jeff Smith. Morrow (11/91)

12 **Iron John: A Book About Men** by Robert Bly. Addison-Wesley (11/12/90); 319,195

*13 **The Commanders** by Bob Woodward. Simon & Schuster (5/20/92)

*14 **The Best Treatment** by Isadore Rosenfeld, M.D. Simon & Schuster (11/4/91)

15 **Do It! Let's Get Off Our Buts** by Peter McWilliams and John-Roger. Prelude Press (6/91); 285,321

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able." It sold 456,634 copies, enough for the #5 spot.

Robert Bly's *Iron John* was the longest-running bestseller in 1991 with a spot on the list for 50 weeks; in the process, it put the men's movement on the map. Sales during 1991 were 319,195, and that's in addition to 1990 sales of 145,955. (Addison-Wesley's first printing for the November 1990 publication was 30,000.) If Bly can be credited with starting a new category in bookstores, he also has to make room for Sam Keen's *Fire in the Belly* from Bantam, #24 in 1991.

Robert Fulghum's inspirational messages hit home again this year with his third collection, *Uh-Oh*, #3 with sales of 550,403. A good performance, but not yet up to the numbers of his two previous books. The retired Unitarian minister certainly hit a chord in '89 when he had both the #1 title, *All I Really Need to Know I Learned in Kindergarten* (with sales of over 900,000), and *It Was on Fire When I Lay Down on It*, #4 (with sales of about 566,000.

Both Bill Cosby and Erma Bombeck have laughed all the way to the banks many times based on the sale of their books of humor. Although both continue to sell enough for a spot among the top 15, there was a time when their books would lead these lists. Back in 1987, Cosby had the #1 spot with *Time Flies* (sales were more than 1.4 million); Bombeck was #3 with *Family: The Ties That Bind . . . and Gag!* (sales were about 735,000). Cosby's best performance was the year prior, with *Fatherhood* (2.4 million). Back in 1978 and 1979, Bombeck led the list with *If Life Is a Bowl of Cherries, What Am I Doing in the Pits?* and *Aunt Erma's Cope Book*; for each sales of approximately 700,000 secured first place.

It's the second year in a row that Charles Givens has two book among the top 15 list. *Financial Self-Defense* makes a repeat appearance, this time in the #10 position; it was #5 in 1990. *More Wealth Without Risk* is #7, the same rank that *Wealth Without Risk* achieved last year. That book, too, had a two-year run and was the #2 seller in 1989; it has about 1.5 million copies in print. Givens, a self-made millionaire, runs the country's largest financial planning and educational organization (with more than 360,000 members).

The sixth S & S nonfiction bestseller in the top 15, *The Best Treatment*, is by one of America's most recognizable doctors, Isadore Rosenfeld, who regularly appears on both *Hour Magazine* and *The CBS Morning News*. This book got a boost on the weekly charts by a mention in Ann Landers's syndicated column, well known in publishing circles as one of the best catalysts for a sales explosion. Its cheaper to buy his book at $22 than make an appointment—his consultation fee was reported to be about $300 almost two years ago.

Jeff Smith is a regular on these lists and his most recent cookbook, *The Frugal Gourmet Celebrates Christmas*, sold enough copies for the #11 place. Nice, but not up to his usual numbers. Last year, Smith was #3 with *Frugal Gourmet on Our Immigrant Heritage* with sales of more than 500,000 copies. The year prior, *The Frugal Gourmet Cooks Three Ancient Cusines* was #9 with sales of more than 400,000.

Rounding off the list of 15 is a book with an amusing title, *Do It! Let's Get Off Our Buts*, which bills itself as "a guide to living your dreams." It was on *PW*'s weekly charts for 18 weeks. Co-author Peter McWilliams is also the owner of Prelude Press, the book's publisher. He and John-Roger also co-authored *Life 101*, which was among the books that had sold more than 100,000 copies in 1990.

Nonfiction Runners-up

Biography and memoirs are well-represented in the 175,000+ category, including books by and about "Air" Jordan, Ralph Emery, LaToya Jackson, James Michener, Mickey Mantle and George Burns. The venerable Michener has the unique distinction of being the only author this year to make both the fiction and nonfiction lists. Filling out the remaining spots in the top 30 list are one cookbook, one diet book, a bit of political humor and plenty of inspiration from some different sources—Robbins, MacLaine and Dershowitz.

16. *Awaken the Giant Within* by Anthony Robbins (Simon & Schuster)
17. *Cruel Doubt* by Joe McGinnis (Simon & Schuster)
18. *The Jordan Rules* by Sam Smith (Simon & Schuster)
19. *Parliament of Whores* by P.J. O'Rourke (Atlantic Monthly Press, 225,000)
20. *Dance While You Can* by Shirley MacLaine (Bantam)
21. *Chutzpah* by Alan Dershowitz (Little, Brown, 217,000)
22. *Memories: The Autobiography of Ralph Emery* by Ralph Emery with Tom Carter (Macmillan, 200,740)
23. *LaToya: Growing Up in the Jackson Family* by LaToya Jackson with Patricia Romanowski (Dutton, 195,693)
24. *Fire in the Belly: On Being a Man*

by Sam Keen (Bantam)
25. *You'll Never Eat Lunch in This Town Again* by Julia Phillips (Random House, 193,452)
26. *Chef Paul Prudhomme's Seasoned America* by Paul Prudhomme (Morrow)
27. *The World Is My Home: A Memoir* by James Michener (Random House, 189,823)
28. *Wisdom of the 90's* by George Burns (Putnam, 183,491)
29. *My Favorite Summer* by Mickey Mantle (Doubleday)
30. *The Carbohydrate Addict's Diet* by Richard and Rachel Heller (Dutton, 175,730)

More Nonfiction Hits

In 1991, three books with sales of more than 150,000 didn't make the top 30 list and two—the Houghton Mifflin and Knopf books—had sales of 172,000+. Another nine had sales totals of 125,000 and more. This is a performance that is pretty close to the 1990 numbers when a total of 11 titles selling more than 125,000 didn't make a top 30 list. When numbers are compared to 1989, one can see how much softer sales were for nonfiction in the last three years. Back then there was a record of 19 books with sales of 150,000 copies—13 of which had sales of over 175,000—that didn't find a rank among the top 30 nonfiction sellers; in addition, there were 13 more titles with sales of over 125,000.

The 1991 nonfiction works with sales of 150,000+ are *PrairyErth* by William Least Heat-Moon (Houghton Mifflin); *The Civil War: An Illustrated History* by Geoffrey C. Ward with Ric Burns and Ken Burns (Knopf) and *Dave Barry's Only Travel Guide You'll Ever Need* by Dave Barry (Fawcett). *The Civil War* book was the #2 bestseller in 1990; total sales for the $50 book are well over 700,000 copies, according to Knopf.

The nine books with sales of more than 125,000 are: *French for Cats: All the French Your Cat Will Ever Need* by Henri de la Barbe/Henry Beard (Villard Books); *Zapp! The Lightning of Empowerment* by William C. Byham (Harmony); *The Prize: The Epic Quest for Oil, Money and Power* by Daniel Yergin (Simon & Schuster); *Martha Stewart's Gardening: Month by Month* by Martha Stewart (Clarkson Potter); *Madonna Unauthorized* by Christopher Anderson (Simon & Schuster); *Exposing Myself* by Geraldo Rivera with Daniel Paisner (Bantam); *Graham Kerr's Smart Cooking* by Graham Kerr (Doubleday); *Making the Most of Your Money* by Jane Bryant Quinn (Simon & Schuster); and *Still Talking* by Joan Rivers (Turtle Bay/Random House).

There were 19 nonfiction titles with sales over 100,000, just one down from the 20 such books in 1990. Noteworthy is the Annie Leibovitz collection of photographs, which at $60 was the most expensive book to make it onto the list. The 1991 list includes *Paul Harvey's For What It's Worth* edited by Paul Harvey Jr. (Bantam); *Suddenly: The American Idea Abroad and at Home, 1986–1990* by George F. Will (Free Press); *If You Really Loved Me* by Ann Rule (Simon & Schuster); *Toujours Provence* by Peter Mayle (Knopf); *A History of the Arab Peoples* by Albert Hourani (Harvard University Press); *Forever Fit* by Cher and Dr. Robert Hass (Bantam); *J. Edgar Hoover: The Man and the Secrets* by Curt Gentry (Norton); *There Are No Children Here* by Alex Kotlowitz (Doubleday); *Silent Coup: The Removal of a President* by Len Colodny and Robert Gettlin (St. Martin's); *Real Ponies Don't Go Oink!* by Patrick F. McManus (Henry Holt); *Principle-Centered Leadership* by Stephen R. Covey (Simon & Schuster); *Dave Barry Talks Back* by Dave Barry (Crown); *Boss of Bosses: The Fall of the Godfather: The FBI and Paul Castellano* by Joseph F. O'Brien and Andris Kurins (Simon & Schuster); *The Money Culture* by Michael Lewis (Norton); *And the Sea Will Tell* by Vincent Bugliosi with Bruce Henderson (Norton); *Christmas Cats* by Leslie Anne Ivory (Crown); *Backlash: The Undeclared War Against American Women* by Susan Faludi (Crown); *Photographs of Annie Leibovitz* by Annie Leibovitz (HarperCollins); *Muhammad Ali: His Life and Times* by Thomas Hauser (Simon & Schuster); and *A Question of Character: A Biography of John F. Kennedy* by Thomas C. Reeves (Free Press). □

FICTION: Who's On First?

How Publishers Weekly's Bestsellers compared with the rankings in major chains, wholesalers and independents

PW RANKINGS	SALES OUTLETS							
	W	C	B/T	I	L	Ta	G	To
1. Scarlett	1	2	1	1	1	1	1	5
2. Sum of all Fears	2	1	2	2	2	2	2	4
3. Needful Things	3	3	7	4	3	8	8	3
4. No Greater Love	4	7	5	7	4	14	15	–
5. Heartbeat	5	10	6	6	5	11	10	–
6. Doomsday Conspiracy	8	11	10	–	7	7	6	–
7. The Firm	7	5	3	3	6	3	3	2
8. Night Over Water	13	6	11	9	11	5	9	–
9. Remember	–	–	–	14	15	–	–	–
10. Loves Music, Loves to Dance	9	9	4	5	8	4	7	–
11. Cold Fire	–	–	13	15	–	–	–	–
12. Kitchen God's Wife	–	8	9	8	12	–	5	1
13. Sleeping Beauty	–	–	–	–	–	–	–	–
14. Heir to the Empire	6	–	12	10	9	–	–	13
15. WLT: A Radio Romance	–	–	–	–	–	–	–	–

NONFICTION: What's on Second?

How Publishers Weekly's Bestsellers compared with the rankings in major chains, wholesalers and independents

PW RANKINGS	SALES OUTLETS							
	W	C	B/T	I	L	Ta	G	To
1. Me	2	1	4	4	1	7	6	3
2. Nancy Reagan	3	6	3	3	2	12	5	10
3. Uh-Oh	6	4	–	8	6	–	9	–
4. Under Fire	8	5	–	9	4	3	–	–
5. Final Exit	4	10	1	1	5	9	2	9
6. When You Look... Passport Photo	14	15	–	–	11	–	–	–
7. More Wealth Without Risk	1	12	14	–	14	–	–	–
8. Den of Thieves	–	13	8	10	3	–	3	6
9. Childhood	–	–	–	–	–	4	–	–
10. Financial Self Defense	5	–	–	14	–	–	–	–
11. Frugal Gourmet	–	–	–	–	–	–	–	–
12. Iron John	–	7	–	2	–	8	4	2
13. Commanders	13	2	–	–	–	–	–	–
14. Best Treatment	–	–	2	–	–	–	–	–
15. Do It	11	–	–	–	15	–	–	–

W Walden, C Crown, B/T Baker & Taylor, I Ingram, L Lauriats, Ta Taylors, G Gordons, To Tower

Sitters and Sequels Make Registers Ring

Follow-ups to bestsellers top the roster of new children's hardcovers; Ann Martin rules the paperback roost

In children's books, the number of both frontlist and backlist hardcover bestsellers rose in 1991, while for paperbacks, frontlist sales dropped off a bit and backlist sales remained steady. In this, our second annual compilation of children's bestseller lists for the previous year, publishers supplied us with sales figures for hardcovers that sold more than 75,000 copies in 1991, frontlist paperbacks that sold more than 100,000 copies and backlist paperbacks that sold more than 125,000 copies. These numbers represent trade sales only, and exclude book club, direct mail and overseas sales. Publishers' figures do not always reflect returns, and consequently do not necessarily represent net sales. Some titles appear without sales figures; these were submitted to *PW* in confidence, for use only in ranking the titles.

Once Is Not Enough

The big story in hardcover frontlist sales is the appearance of sequels to several popular backlist books. With an audience for the follow-ups already built in, high sales are often considered a given. *The Jolly Christmas Postman* (sequel to *The Jolly Postman*); *Carl's Afternoon in the Park* (featuring the star of *Good Dog, Carl*); *Where's Waldo? The Magnificent Poster Book* (follow-up to *The Great Waldo Search*); and *If You Give a Moose a Muffin* (*If You Give a Mouse a Cookie*); all had strong showings and performed, for the most part, even better than their predecessors.

The Very Quiet Cricket joined the ever-growing menagerie of Eric Carle titles, and new board book versions of Margaret Wise Brown's *Goodnight Moon* and *The Runaway Bunny* racked up respectable sales as well.

Newcomer Disney Press made a good showing with five titles on the hardcover frontlist, while the Disney name also appeared on nearly 20 other titles (including some from other publishers) in the various categories.

The *Random House Encyclopedia*, at a retail price of $60, was clearly the highest-ticket bestseller—190,000 copies. Its success seems to indicate a need for single-volume encyclopedias for children.

The hardcover frontlist didn't lose its sense of humor, either. Quirky books like *Santa Claus, A Wish For Wings That Work* and *The Frog Prince, Continued* prove that a good laugh can go a long way.

The paperback frontlist was dominated by the Baby-sitters Club. Ann Martin's series is still going strong in all its incarnations. Two new formats were introduced in 1991: Baby-sitters Mystery and Baby-sitters Little Sister Super Special. A seemingly insatiable audience provides high demand for new installments every month.

Television and movie tie-ins performed well in paperback. Biographies of the stars of the hit series *Beverly Hills 90210* scored high with readers. The success of such movies as *Teenage Mutant Ninja Turtles II: The Secret of the Ooze*; Disney's *101 Dalmatians, Beauty and the Beast* and *The Little Mermaid*; *Hook*; and the latest Macaulay Culkin film, *My Girl*, energized book sales, proving young readers' ability to fuel popular fads.

Older readers tapped into the now firmly established horror genre, buying up the latest offerings from authors Christopher Pike (*Bury Me Deep*; *Die Softly*) and R. L. Stine (the Fear Street series; *The Baby-sitter II*).

Despite its commercial bent, the paperback frontlist also contains a smattering of titles by renowned authors like Beverly Cleary, Alvin Schwartz and Judy Blume, who have loyal readers.

Backlist Still Bullish

For a notoriously elusive fellow, Waldo has an overwhelming presence on the hardcover backlist. The first three Waldo titles have a combined sales figure of just over four million copies, and, judging from the backlist figures, sales of the new books have spurred the performance of the older titles as well.

Dr. Seuss passed away in 1991 but his books were as popular as ever. *Six By Seuss* sold 297,750 copies as a frontlist hardcover—particularly impressive given its $25 price—while most of his 10 hardcover backlist titles improved upon their 1990 figures and had a combined sales total of 2,438,506 copies.

The paperback backlist, as expected, features a large number of commercial titles, including the older Baby-sitters Club books and 30 titles starring the perennially hardy Berenstain Bears. Also of note is the number of classics that appear on this list, with the venerable *Charlotte's Web* leading the pack. Katherine Paterson, Roald Dahl, Patricia MacLachlan, C. S. Lewis and Madeline L'Engle, among others, remain favorites of young readers.

Children's books continued to flourish in the marketplace despite the general economic woes of 1991, and the broad spectrum of books represented bodes well for the industry as a whole. Although some titles, like the fads they represent, will wither before next year's figures are gathered, others are certain to take root in the backlist. —SHANNON MAUGHAN

HARDCOVER FRONTLIST BESTSELLERS

100,000+

1. **The Jolly Christmas Postman.** Janet and Allan Ahlberg. Little, Brown (389,036)
2. **Carl's Afternoon in the Park.** Alexandra Day. Farrar, Straus & Giroux (368,500)
3. **Where's Waldo? The Magnificent Poster Book.** Martin Handford. Little, Brown (366,298)
4. **Disney's Beauty and the Beast.** A. L. Singer, illus. by Ron Dias and Rick Gonzales. Disney (324,929)
5. **Six by Seuss.** Dr. Seuss. Random House (297,750)
6. **If You Give a Moose a Muffin.** Laura Joffe Numeroff, illus. by Felicia Bond. HarperCollins (243,053)
7. **Disney's The Little Mermaid Pop-up.** Illus. by Kerry Martin. Disney (210,009)
8. **Children's Letters to God: The New Collection.** Compiled by Stuart Hample and Eric Marshall, illus. by Tom Bloom. Workman (190,424)
9. **The Random House Children's Encyclopedia.** Random House (190,058)
10. **Brother Eagle, Sister Sky.** Chief Seattle, illus. by Susan Jeffers. Dial (187,524)
11. **A Wish for Wings That Work.** Berkeley Breathed. Little, Brown (176,929)
12. **Polar Bear, Polar Bear, What Do You Hear?** Bill Martin Jr., illus. by Eric Carle. Holt (172,534)
13. **A Is for Animals.** David Pelham. Simon & Schuster (155,000)
14. **The Wretched Stone.** Chris Van Allsburg. Houghton Mifflin (147,537)
15. **Berlioz the Bear.** Jan Brett. Putnam (140,775)
16. **Goodnight Moon Board Book.** Margaret Wise Brown, illus. by Clement Hurd. HarperCollins (137,715)
17. **The Very Quiet Cricket.** Eric Carle. Philomel, 1990 (135,000)
18. **The Wheels on the Bus.** Paul O. Zelinsky. Dutton, 1990 (132,616)
19. **The Frog Prince, Continued.** Jon Scieszka, illus. by Steve Johnson. Viking (129,261)
20. **Santa Cows.** Cooper Edens, illus. by Daniel Lane. Green Tiger/Simon & Schuster (125,000)
21. **Winnie the Pooh's Christmas.** Bruce Talkington. Disney (119,483)
22. **The Owl and the Pussycat.** Jan Brett. Putnam (117,578)
23. **The Tiny Angel.** Elizabeth Koda-Callan. Workman (113,275)
24. **A Christmas Countdown with Ruth J. Morehead's Holly Babes.** Ruth J. Morehead. Random House (108,759)
25. **Disney's 101 Dalmatians.** Ann Braybrooks, illus. by Gil DiCicco. Disney (104,639)
26. **Sam's Sandwich.** David Pelham. Dutton (100,866)

These top-performing sequels also breathed new life into the sales of their popular predecessors.

75,000+

27. **On the Day You Were Born.** Debra Frasier. Harcourt Brace Jovanovich (99,716)
28. **Disney's The Little Mermaid: Tales from Under the Sea.** Rita Balducci, illus. by Fred Marvin. Disney (96,899)
29. **The Runaway Bunny Board Book.** Margaret Wise Brown, illus. by Clement Hurd. HarperCollins (92,263)
30. **The Berenstain Bears Are a Family.** Stan and Jan Berenstain. Random House (91,994)
31. **The Little Engine That Could Board Book.** Watty Piper, illus. by Cristina Ong. Grosset & Dunlap (90,350)
32. **Smudge, the Little Lost Lamb.** James Herriot, illus. by Ruth Brown. St. Martin's (89,666)
33. **Hide-and-Seek with Big Bird.** Illus. by Tom Cooke. Random House (87,395)
34. **Strider.** Beverly Cleary. Morrow (85,964)
35. **The Berenstain Bears Say Goodnight.** Stan and Jan Berenstain. Random House (84,628)
36. **The Berenstain Bears' Four Seasons.** Stan and Jan Berenstain. Random House (80,673)
37. **The Berenstain Bears at the Supermarket.** Stan and Jan Berenstain. Random House (76,382)

PAPERBACK FRONTLIST BESTSELLERS

300,000+

1. **Beauty and the Beast.** Serge Michaels, illus. by Michael Teitlebaum. Western (656,729)
2. **Teenage Mutant Ninja Turtles II: The Secret of the Ooze.** B. B. Hiller. Dell (640,610)
3. **Where's Waldo? The Ultimate Fun Book.** Martin Handford. Little, Brown, 1990 (474,219)
4. **Claudia and the Middle School (Baby-sitters Club #40).** Ann M. Martin. Scholastic (403,800)
5. **Stacey's Emergency (BSC #43).** Ann M. Martin. Scholastic (384,900)
6. **Dawn and the Big Sleepover (BSC #44).** Ann M. Martin. Scholastic (365,400)
7. **Mary Anne vs. Logan (BSC #41).** Ann M. Martin. Scholastic (355,000)
8. **Jessi and the Dance School (BSC #42).** Ann M. Martin. Scholastic (350,400)
9. **Mary Anne Misses Logan (BSC #46).** Ann M. Martin. Scholastic (350,000)
10. **Kristy and the Baby Parade (BSC #45).** Ann M. Martin. Scholastic (331,000)
11. **New York, New York (BSC Super Special #6).** Ann M. Martin. Scholastic (331,000)
12. **The Little Mermaid.** Stephanie

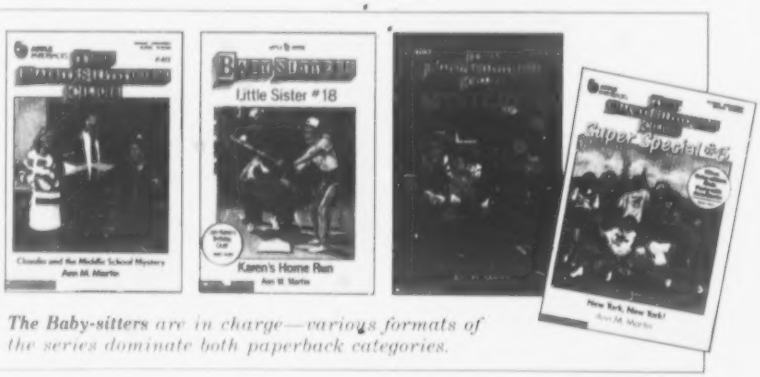
Calmenson, illus. by Franc Mateau. Western (324,002)
13. **Teenage Mutant Ninja Turtle Trivia Quiz Book.** Michael Lander. Dell (314,907)
14. **Jessi's Wish (BSC #48).** Ann M. Martin. Scholastic (314,000)
15. **Mallory on Strike (BSC #47).** Ann M. Martin. Scholastic (312,000)
16. **The Berenstain Bears Don't Pollute (Anymore).** Stan and Jan Berenstain. Random House (303,953)

200,000+

17. **Teenage Mutant Ninja Turtles: Splinter to the Fore.** Dave Morris. Dell (294,683)
18. **Stacey and the Missing Ring (BSC Mystery #1).** Ann M. Martin. Scholastic (276,500)
19. **Bury Me Deep.** Christopher Pike. Pocket/Archway
20. **The Stars of Beverly Hills 90210: Their Lives and Loves.** Randi Reisfeld. Bantam (269,000)
21. **Die Softly.** Christopher Pike. Pocket/Archway
22. **Whisper of Death.** Christopher Pike. Pocket/Archway
23. **Fudge-a-Mania.** Judy Blume. Dell (251,576)
24. **Teenage Mutant Ninja Turtles: Dinosaur Farm.** Dave Morris. Dell (243,443)
25. **Beware, Dawn! (BSC Mystery #2).** Ann M. Martin. Scholastic (219,000)
26. **Teenage Mutant Ninja Turtles: ABC's for a Better Planet.** J. K. Rosser, illus. by GEE Studio. Random House (216,000)
27. **The Sweet Valley Saga: The Wakefields of Sweet Valley.** Created by Francine Pascal. Bantam (215,000)
28. **Claudia and the Genius of Elm Street (BSC #49).** Ann M. Martin. Scholastic (207,000)

100,000+

29. **Perfect Bow.** Lyn Calder, illus. by Sue Shakespeare. Western (197,121)
30. **Teenage Mutant Ninja Turtles: Don't Do Drugs.** Isidre Mones. Random House (195,620)
31. **Disney's Beauty and the Beast (junior novelization).** Adapted by A. L. Singer. Disney (195,455)
32. **Teenage Mutant Ninja Turtles: Pizza Party.** Eleanor Hudson, illus. by S. I. Herbert. Random House (187,424)
33. **The Baby-sitter II.** R. L. Stine. Scholastic (186,600)
34. **Teenage Mutant Ninja Turtles: School Daze (mini-edition).** Astrid Holmes, illus. by Franc Mateu. Random House (183,089)
35. **Beverly Hills 90210: Meet the Stars of Today's Hottest TV Series.** Daniel Cohen. Pocket Books
36. **Hook: The Storybook Based on the Movie.** Justine Korman. Random House (174,757)
37. **Muggie Maggie.** Beverly Cleary. Avon
38. **Teenage Mutant Ninja Turtles: A Visit to Stump Asteroid.** Adapted by Astrid Holm, illus. by S. I. Herbert. Random House (166,064)
39. **My Side of the Mountain.** Jean Craighead George. Puffin (164,414)
40. **Karen's Home Run (Baby-sitters Little Sister #18).** Ann M. Martin. Scholastic (152,700)
41. **Karen's Brothers (BSLS #17).** Ann M. Martin. Scholastic (150,100)
42. **My Girl.** Patricia Hermes. Pocket/Archway



The Baby-sitters are in charge—various formats of the series dominate both paperback categories.

43. **Scary Stories 3.** Alvin Schwartz, illus. by Stephen Gammell. HarperCollins (149,597)
44. **Hook: Peter and the Lost Boys.** Jim Hart and Malia Scotch Marmo, illus. by Isidre Mones. Random House (144,035)
45. **The Snowman.** R. L. Stine. Scholastic (143,600)
46. **Hook: Tinkerbell's Challenge.** Jim Hart and Malia Scotch Marmo, illus. by Vincente. Random House (143,585)
47. **Karen's Carnival (BSLS #20).** Ann M. Martin. Scholastic (141,500)
48. **The Baby Book.** Kathy Cruickshank. Western (140,927)
49. **Teenage Mutant Ninja Turtles: The Secret of the Ooze.** Justine Korman. Random House (136,110)
50. **Karen's in Love (BSLS #15).** Ann M. Martin. Scholastic (135,500)
51. **Just Jason.** Grace Catalano. Bantam (135,000)
52. **Muffin Mouse's New House.** Lawrence DiFiori. Western (134,910)
53. **Loving Luke.** Randi Reisfeld. Bantam (134,000)
54. **Karen's Good-Bye (BSLS #19).** Ann M. Martin. Scholastic (133,100)
55. **Karen's Plane Trip (BSLS Super Special #2).** Ann M. Martin. Scholastic (132,600)
56. **The Accident.** Diane Ho. Scholastic (129,500)
57. **Karen's Goldfish (BSLS #16).** Ann M. Martin. Scholastic (125,000)
58. **Disney's 101 Dalmatians (junior novelization).** Adapted by Ann Braybrooks, illus. by Gil DiCicco. Disney (117,435)
59. **Karen's Mystery (BSLS Super Special #3).** Ann M. Martin. Scholastic (109,900)
60. **World's Strangest "True" Ghost Stories.** John Macklin. Sterling (107,942)
61. **Just Me and My Little Brother.** Mercer Mayer. Western (106,607)
62. **The Night Before Christmas.** Clement C. Moore, illus. by Jerry Smath. Western (106,335)
63. **The Fire Game (Fear Street).** R. L. Stine. Pocket/Archway
64. **Party Summer (Fear Street Super Chiller).** R. L. Stine. Pocket Books
65. **Silent Night (Fear Street Super Chiller).** R. L. Stine. Pocket/Archway
66. **Sesame Street: Sleep Tight.** Constance Allen, illus. by David Preben. Western (105,738)
67. **My Name Is Ernie.** Tish Sommers Rabe, illus. by Maggie Swanson. Western (105,333)
68. **Lights Out (Fear Street).** R. L. Stine. Pocket/Archway
69. **The Cheerleader.** Caroline Cooney. Scholastic (102,900)
70. **The Tale of Peter Rabbit.** Beatrix Potter, illus. by Florence Graham. Putnam (102,343)
71. **Broken Date.** R. L. Stine. Pocket/Archway

HARDCOVER BACKLIST BESTSELLERS

200,000+

1. **The Great Waldo Search.** Martin Handford. Little, Brown, 1989 (1,373,925)
2. **Where's Waldo?** Martin Handford. Little, Brown, 1987 (1,364,917)
3. **Find Waldo Now!** Martin Handford. Little, Brown, 1988 (1,270,134)
4. **Oh, The Places You'll Go!** Dr. Seuss. Random House, 1990 (434,802)
5. **Green Eggs and Ham.** Dr. Seuss. Random House, 1960 (348,422)
6. **Carl's Christmas.** Alexandra Day. Farrar, Straus & Giroux, 1990 (321,500)
7. **The Cat in the Hat.** Dr. Seuss. Random House, 1957 (311,934)
8. **Where the Sidewalk Ends.** Shel Silverstein. HarperCollins, 1974 (286,234)
9. **One Fish, Two Fish, Red Fish, Blue Fish.** Dr. Seuss. Random House, 1960 (283,730)
10. **Pat the Bunny.** Dorothy Kunhardt. Western, 1942 (280,207)
11. **Big Bird's Color Game.** Illus. by Tom Cooke. Western, 1980 (247,911)
12. **Ernie and Bert Can... Can You?** Illus. by Michael J. Smollin. Random House, 1982 (241,750)
13. **The Giving Tree.** Shel Silverstein. HarperCollins, 1964 (238,155)
14. **Disney's Babies A to Z.** Margo Lundell, illus. by Darrell Baker. Western, 1989 (235,703)
15. **Farm Animals.** Phoebe Dunn. Random House, 1984 (229,560)
16. **Ernie Follows His Nose.** Constance Allen, illus. by Maggie Swanson. Western, 1990 (235,112)
17. **Dr. Seuss's ABC.** Dr. Seuss. Random House, 1960 (223,246)
18. **In and Out, Up and Down.** Illus. by Michael J. Smollin. Random House, 1960 (222,171)
19. **Are You My Mother?** P. D. Eastman. Random House, 1960 (221,329)
20. **Baby Donald.** Illus. by Darrell Baker. Western, 1988 (218,741)
21. **A Light in the Attic.** Shel Silverstein. HarperCollins, 1981 (216,367)
22. **Oscar's Grouchy Sounds.** Constance Allen, illus. by Tom Cooke. Western, 1990 (211,912)
23. **Hop on Pop.** Dr. Seuss. Random House, 1963 (208,211)
24. **Go, Dog, Go!** P. D. Eastman. Random House, 1961 (205,854)
25. **Cookie Monster.** Illus. by Richard Brown. Western, 1989 (204,821)
26. **Winnie the Pooh All Year Long.** Walt Disney Co. Western, 1981 (204,813)
27. **Good Night Book.** Illus. by Eloise Wilkin. Western, 1981 (203,804)

100,000+

28. **Mother Goose Nursery.** Illus. by Lilian Obligado. Western, 1980 (196,000)
29. **The Wild Christmas Reindeer.** Jan Brett. Putnam, 1990 (195,919)
30. **The Polar Express.** Chris Van Allsburg. Houghton Mifflin, 1985 (195,619)
31. **The Cat in the Hat Comes Back.** Dr. Seuss. Random House, 1958 (193,068)
32. **The Mitten.** Jan Brett. Putnam, 1989 (182,417)
33. **Grover's Touch.** Constance Allen, illus. by Tom Cooke. Western, 1990 (178,807)
34. **Bert's Beautiful Sights.** Constance Allen, illus. by Maggie Swanson. Western, 1990 (175,202)
35. **Fox in Socks.** Dr. Seuss. Random House, 1965 (173,742)
36. **Moo, Moo, Peekaboo!** Jane Dyer. Random House, 1986 (170,566)
37. **Brown Bear, Brown Bear, What Do You See?** Bill Martin Jr., illus. by Eric Carle. Holt, 1983 (170,168)
38. **Baby's Animal Friends.** Phoebe Dunn. Random House, 1988 (167,166)
39. **Nursery Rhymes.** Illus. by Darrell Baker. Western, 1988 (165,110)
40. **If You Give a Mouse a Cookie.** Laura Joffe Numeroff, illus. by Felicia Bond. HarperCollins, 1985 (155,866)
41. **The Little Engine That Could.** Watty Piper, illus. by George and Doris Hauman. Grosset & Dunlap, 1978 (155,660)
42. **Children's Bible.** Western, 1965 (155,601)
43. **The True Story of the Three Little Pigs.** Jon Scieszka, illus. by Lane Smith. Viking, 1989 (153,347)
44. **Yoo-Hoo, Little Rabbit!** J. P. Miller. Random House, 1986 (152,579)
45. **Mickey's Toys.** Walt Disney Co. Western, 1986 (151,216)
46. **The Magic Locket.** Elizabeth Koda-Callan. Workman, 1988 (146,759)
47. **Puppy Peek-a-Boo.** Lisa McCue. Random House, 1989 (145,353)
48. **Rock-a-Bye.** Illus. by Darrell Baker. Western, 1988 (144,517)
49. **Honey Rabbit.** Marge Hopkins, illus. by Cyndy Szekeres. Western, 1982 (143,201)
50. **Snow White.** Walt Disney Co. Western, 1986 (142,506)
51. **I Can Read with My Eyes Shut!** Dr. Seuss. Random House, 1978 (141,427)
52. **Peek-a-Bug.** Illus. by Jerry Smath. Random House, 1990 (139,026)
53. **Daisy's Walk.** Walt Disney Co. Western, 1986 (138,941)
54. **Truck Book.** Lawrence DiFiori. Western, 1984 (132,642)
55. **Baby Donald's Playground.** Walt Disney Co. Western, 1986 (132,004)
56. **Animal Sounds.** Illus. by Aurelius Battaglia. Western, 1981 (131,509)
57. **Big Bird's Mother Goose.** John Barrett. Random House, 1984 (130,462)
58. **Sesame Street Hide-and-Seek Safari.** Illus. by Tom Cooke. Random House (127,816)
59. **The Jolly Postman.** Janet and Allan Ahlberg. Little, Brown, 1986 (126,010)
60. **Goodnight Moon.** Margaret Wise Brown, illus. by Clement Hurd. HarperCollins, 1947 (124,939)
61. **Richard Scarry's Cars and Trucks from A to Z.** Richard Scarry. Random House, 1990 (124,215)
62. **Hide and Seek Camping Trip.**

***Movie tie-ins** often ride the coattails of hot films straight to a spot on the bestseller list.*

Illus. by Tom Cooke. Random House, 1990 (124,025)
63. **The Muppet Babies ABC.** Illus. by Sue Venning. Random House, 1984 (122,655)
64. **The Silver Slippers.** Elizabeth Koda-Callan. Workman, 1989 (121,837)
65. **How the Grinch Stole Christmas.** Dr. Seuss. Random House, 1957 (120,681)
66. **The Very Hungry Caterpillar.** Eric Carle. Philomel, 1981 (120,000)
67. **Oh, the Thinks You Can Think!** Dr. Seuss. Random House, 1975 (119,924)
68. **Cinderella.** Walt Disney Co. Western, 1986 (117,401)
69. **Disney's Babies on the Go.** Illus. by Darrell Baker. Western, 1988 (117,338)
70. **Bambi.** Walt Disney Co. Western, 1986 (116,303)
71. **Animalia.** Graeme Base. Abrams, 1987 (113,537)
72. **Baby Mickey's Hide and Seek.** Walt Disney Co. Western, 1986 (112,009)
73. **Precious Moments.** Samuel Butcher. Western, 1990 (109,924)
74. **The Eleventh Hour.** Graeme Base. Abrams, 1989 (109,250)
75. **The Little Quiet Book.** Katharine Ross. Random House, 1989 (109,229)
76. **Baby's Busy Year.** Phoebe Dunn. Random House, 1990 (109,110)
77. **Miss Nelson Is Missing!** Harry Allard and James Marshall, illus. by James Marshall. Houghton Mifflin, 1977 (105,692)
78. **Put Me in the Zoo.** Robert Lopshire. Random House, 1960 (104,056)
79. **Animals A-B-C.** Denise Lewis Patrick, illus. by Kate Gleeson. Western, 1990 (103,200)
80. **Who Am I?** Illus. by Normand Chartier. Western, 1978 (102,008)
81. **The Very Hungry Caterpillar (mini-edition).** Eric Carle. Philomel, 1986 (102,000)
82. **What's Up High?** Illus. by Darrell Baker. Western, 1988 (101,914)
83. **Carl Goes Shopping.** Alexandra Day. Farrar, Straus & Giroux, 1989 (101,500)
84. **Hugs.** Cyndy Szekeres. Western, 1990 (101,104)
85. **Shapes and Colors.** Denise Lewis Patrick, illus. by Kersten Brothers. Western, 1990 (100,707)
86. **Macmillan Dictionary for Children.** Macmillan, 1989 (100,539)
87. **How Many Animals?** Denise Lewis Patrick, illus. by Kate Gleeson. Western, 1990 (100,110)
88. **How Many Bugs in a Box?** David Carter. Simon & Schuster, 1988 (100,000)
89. **More Bugs in Boxes.** David Carter. Simon & Schuster, 1990 (100,000)

75,000+

90. **Maniac Magee.** Jerry Spinelli. Little, Brown, 1990 (97,904)
91. **The Very Busy Spider.** Eric Carle. Philomel, 1985 (82,000)
92. **Charlie the Caterpillar.** Dom DeLuise, illus. by Christopher Santoro. Simon & Schuster, 1990 (80,000)
93. **Something Big Has Been Here.** Jack Prelutsky, illus. by James Stevenson. Morrow, 1990 (79,935)

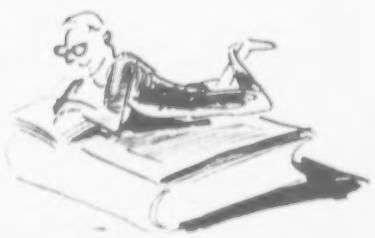
PAPERBACK BACKLIST BESTSELLERS

200,000+

1. **Charlotte's Web.** E. B. White, illus. by Garth Williams. HarperCollins, 1974 (485,487)
2. **The Berenstain Bears and Too Much Junk Food.** Stan and Jan Berenstain. Random House, 1985 (345,038)
3. **The Berenstain Bears and the Messy Room.** Stan and Jan Berenstain. Random House, 1983 (336,607)
4. **Bridge to Terabithia.** Katherine Paterson, illus. by Donna Diamond. HarperCollins, 1987 (323,639)
5. **Matilda.** Roald Dahl. Puffin, 1990 (317,555)
6. **The Berenstain Bears Get the Gimmies.** Stan and Jan Berenstain. Random House, 1988 (317,090)
7. **The Berenstain Bears and Too Much TV.** Stan and Jan Berenstain. Random House, 1984 (316,624)
8. **Sarah, Plain and Tall.** Patricia MacLachlan. HarperCollins, 1987 (313,549)
9. **The Christmas Story with Ruth J. Morehead's Holly Babes.** Ruth J. Morehead. Random House, 1986 (312,298)
10. **The Berenstain Bears Forget Their Manners.** Stan and Jan Berenstain. Random House, 1985 (310,309)
11. **The Lion, the Witch and the Wardrobe.** C. S. Lewis. Collier, 1970 (310,144)
12. **A Wrinkle in Time.** Madeleine L'Engle. Dell, 1976 (298,044)
13. **The Berenstain Bears Trick or Treat.** Stan and Jan Berenstain. Random House, 1989 (294,571)
14. **The Berenstain Bears Go to Camp.** Stan and Jan Berenstain. Random House, 1982 (293,522)
15. **Tales of a Fourth Grade Nothing.** Judy Blume. Dell, 1976 (279,353)
16. **Kristy's Mystery Admirer (BSC #38).** Ann M. Martin. Scholastic, 1990 (264,300)
17. **The Berenstain Bears Go Out for the Team.** Stan and Jan Berenstain. Random House, 1987 (256,685)
18. **The Outsiders.** S. E. Hinton. Dell, 1968 (255,344)
19. **The Berenstain Bears: No Girls Allowed.** Stan and Jan Berenstain. Random House, 1986 (254,412)
20. **The Berenstain Bears Go to School.** Stan and Jan Berenstain. Random House, 1978 (251,577)
21. **The Berenstain Bears Meet Santa Bear.** Stan and Jan Berenstain. Random House, 1984 (247,527)
22. **Poor Mallory! (BSC #39).** Ann M. Martin. Scholastic, 1990 (247,000)
23. **Number the Stars.** Lois Lowry. Dell, 1990 (246,718)
24. **Christmas Is Coming with Ruth J. Morehead's Holly Babes.** Ruth J. Morehead. Random House, 1990 (244,025)
25. **The Berenstain Bears and the Trouble with Their Friends.** Stan and Jan Berenstain. Random House, 1987 (240,484)
26. **The Berenstain Bears and the In-Crowd.** Stan and Jan Berenstain. Random House, 1989 (229,485)
27. **The Berenstain Bears and the New Baby.** Stan and Jan Berenstain. Random House, 1974 (229,230)
28. **Goodnight Moon.** Margaret Wise Brown, illus. by Clement Hurd. HarperCollins, 1977 (222,807)
29. **The Berenstain Bears and Too Much Vacation.** Stan and Jan Berenstain. Random House, 1989 (217,857)
30. **Superfudge.** Judy Blume. Dell, 1981 (217,657)
31. **Kristy's Great Idea (BSC #1).** Ann M. Martin. Scholastic, 1986 (217,400)
32. **The Berenstain Bears and the Trouble with Pets.** Stan and Jan Berenstain. Random House, 1990 (217,331)
33. **The Indian in the Cupboard.** Lynne Reid Banks. Avon, 1982
34. **The Berenstain Bears Learn About Strangers.** Stan and Jan Berenstain. Random House, 1985 (213,598)
35. **The Berenstain Bears and the Week at Grandma's.** Stan and Jan Berenstain. Random House, 1986 (210,759)
36. **Claudia and the Phantom Phone Calls (BSC #2).** Ann M. Martin. Scholastic, 1986 (203,000)

125,000+

37. **Alexander and the Terrible, Horrible, No Good, Very Bad Day.** Judith Viorst, illus. by Ray Cruz. Aladdin, 1987 (199,123)
38. **The Berenstain Bears Visit the Dentist.** Stan and Jan Berenstain. Random House, 1981 (198,025)
39. **James and the Giant Peach.** Roald Dahl. Puffin, 1988 (197,999)
40. **Mickey Mouse.** Walt Disney Co. Western, 1965 (196,339)
41. **The Berenstain Bears and the Truth.** Stan and Jan Berenstain. Random House, 1983 (195,567)
42. **Frosty the Snowman.** C. North, illus. by Terri Super. Western, 1990 (190,022)
43. **The Berenstain Bears and the Bad Dream.** Stan and Jan Berenstain. Random House, 1988 (189,085)
44. **The Smallest Elf.** Annie Ingle. Random House, illus. by Jerry Smath. Random House, 1990 (188,067)
45. **Hatchet.** Gary Paulsen. Puffin, 1988 (186,603)
46. **Julie of the Wolves.** Jean Craighead George, illus. by John Schoenherr. HarperCollins, 1974 (186,186)
47. **Bambi.** Walt Disney Co. Western, 1987 (184,448)
48. **The Berenstain Bears Go to the Doctor.** Stan and Jan Berenstain. Random House, 1981 (181,504)
49. **The Truth About Stacey (BSC #3).** Ann M. Martin. Scholastic, 1986 (180,500)
50. **The Boxcar Children (Boxcar Children #1).** Gertrude Chandler Warner. Albert Whitman, 1989 (179,000)
51. **From the Mixed-up Files of Mrs. Basil E. Frankweiler.** E. L. Konigsburg. Dell, 1977 (178,428)
52. **Stone Fox.** John Reynolds Gardiner, illus. by Marcia Sewall. HarperCollins, 1983 (178,091)
53. **More Scary Stories to Tell in the Dark.** Alvin Schwartz, illus. by Stephen Gammell. HarperCollins, 1986 (177,032)
54. **The Night Before Christmas.** Clement C. Moore, illus. by Douglas Gorsline. Random House, 1975 (176,853)
55. **Happy Bear, Christmas Star.** Jane Gerver, illus. by Bobbi Barto. Random House, 1990 (173,988)
56. **Little House in the Big Woods.** Laura Ingalls Wilder, illus. by Garth Williams. HarperCollins, 1971 (168,958)
57. **The Berenstain Bears Get in a Fight.** Stan and Jan Berenstain. Random House, 1982 (168,619)
58. **Ernie and Bert.** Norman Stiles, illus. by Joe Mathieu. Western, 1977 (166,923)
59. **Corduroy.** Don Freeman. Puffin, 1976 (164,626)
60. **The Berenstain Bears and the Sitter.** Stan and Jan Berenstain. Random House, 1981 (162,804)
61. **Prince Caspian.** C. S. Lewis. Collier, 1970 (161,560)
62. **Mary Anne Saves the Day (BSC #4).** Ann M. Martin. Scholastic, 1987 (161,200)
63. **Dumbo.** Walt Disney Co. Western, 1977 (160,223)
64. **Rudolph.** Eileen Daly, illus. by Milly Jancar. Western, 1977 (156,702)
65. **I Was So Mad.** Mercer Mayer. Western, 1983 (155,626)
66. **The Berenstain Bears and the Big Road Race.** Stan and Jan Berenstain. Random House, 1987 (155,512)
67. **The Berenstain Bears and Too Much Birthday.** Stan and Jan Berenstain. Random House, 1986 (154,569)
68. **The Voyage of the "Dawn Treader."** C. S. Lewis. Collier, 1970 (154,036)
69. **The Runaway Bunny.** Margaret Wise Brown, illus. by Clement Hurd. HarperCollins, 1977 (153,503)
70. **Tuck Everlasting.** Natalie Babbitt. Farrar, Straus & Giroux, 1985 (153,000)
71. **Stuart Little.** E. B. White, illus. by Garth Williams. HarperCollins, 1974 (152,231)
72. **How to Eat Fried Worms.** Thomas Rockwell. Dell, 1975 (150,641)
73. **Merry Christmas! Mom and Dad.** Mercer Mayer. Western, 1982 (149,912)
74. **Curious George.** H. A. Rey. Houghton Mifflin, 1973 (149,379)
75. **Freckle Juice.** Judy Blume. Dell, 1978 (149,041)
76. **Just Go to Bed.** Mercer Mayer. Western, 1983 (148,901)
77. **The Story of the Nutcracker Ballet.** Deborah Hautzig, illus. by Diane Goode. Random House, 1986 (146,634)
78. **The Witches.** Roald Dahl. Puffin, 1989 (145,960)
79. **Splish, Splash Day.** Liza Alexander, illus. by Joseph Ewers. Western, 1989 (145,345)
80. **The Silver Chair.** C. S. Lewis. Collier, 1970 (145,133)
81. **The Berenstain Bears in the Dark.** Stan and Jan Berenstain. Random House, 1982 (144,888)
82. **The Horse and His Boy.** C. S. Lewis. Collier, 1970 (144,266)
83. **Madeline.** Ludwig Bemelmans. Puffin, 1977 (142,275)
84. **Hansel and Gretel.** C. North, illus. by Terri Super. Western, 1990 (141,829)
85. **The Magician's Nephew.** C. S. Lewis. Collier, 1970 (140,857)
86. **Cookie Shapes.** Illus. by Richard Brown. Western, 1979 (140,449)
87. **The Return of the Indian.** Lynne Reid Banks. Avon, 1987 (140,400)
88. **Make Way for Ducklings.** Robert McCloskey. Puffin, 1976 (139,957)
89. **The Last Battle.** C. S. Lewis. Collier, 1970. Collier, 1970 (138,225)
90. **Scary Stories to Tell in the Dark.** Alvin Schwartz, illus. by Stephen Gammell. HarperCollins, 1986 (136,506)
91. **The Berenstain Bears and the Double Dare.** Stan and Jan Berenstain. Random House, 1988 (136,136)
92. **Karen's Witch (BSLS #1).** Ann M. Martin. Scholastic, 1988 (135,500)
93. **All by Myself.** Mercer Mayer. Western, 1983 (135,002)
94. **Dawn and the Older Boy (BSC #37).** Ann M. Martin. Scholastic, 1990 (134,300)
95. **Bunnicula.** James Howe. Avon, 1980
96. **When I Get Bigger.** Mercer Mayer. Western, 1983 (132,417)
97. **50 Simple Things Kids Can Do to Save the Earth.** EarthWorks Group, 1990 (132,000)
98. **Baby-sitters Island Adventure (BSC Super Special #4).** Ann M. Martin. Scholastic, 1990 (130,700)
99. **Little Rabbit.** Judy Dunn, illus. by Phoebe Dunn. Random House, 1980 (130,693)
100. **The Baby-sitter.** R. L. Stine. Scholastic, 1989 (130,200)
101. **The Berenstain Bears and the Bad Habit.** Stan and Jan Berenstain. Random House, 1987 (130,093)
102. **Cinderella.** Walt Disney Co. Western, 1987 (130,001)
103. **Frog and Toad Are Friends.** Arnold Lobel. HarperCollins, 1979 (129,171)
104. **Clifford the Small Red Puppy.** Norman Bridwell. Scholastic, 1985 (127,900)
105. **The Berenstain Bears' Trouble at School.** Stan and Jan Berenstain. Random House, 1987 (127,602)
106. **The Kid Who Only Hit Homers.** Matt Christopher. Little, Brown, 1972 (127,149)
107. **Going Places.** Jessie Smith, illus. by Tom Cooke. Western, 1988 (126,543)
108. **The New Baby.** Mercer Mayer. Western, 1983 (125,108) □



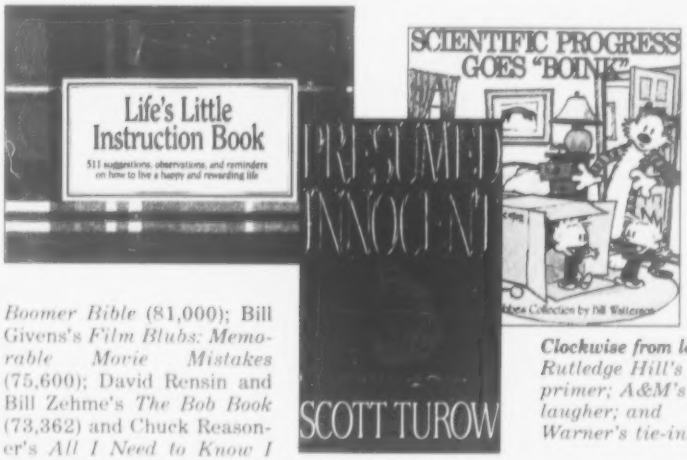
Hope, Humor and Hollywood Drive Paperbacks

In mass market, Turow books top 10 million; good year for Harris, Steele, Clancy

The number of trade paperback bestsellers in 1991 rose from 1990 levels, as recorded in *Publishers Weekly*'s annual trade paperbacks top-sellers list, compiled since 1977 and defined by publishers' sales figures of 50,000 copies or more. (The titles include annuals, atlases and almanacs.) Books on the current list were published in 1990 or 1991, although sales figures are given for 1991 only.

In 1991 there were 262 trade paperback bestsellers, up from 226 in 1990 and 231 in 1989. The top-ranking trade paperback of 1991 sold 1.5 million copies, compared with a figure of 1,305,713 in 1990; top sellers in 1989 and 1988 sold 1,575,000 and 1,253,000, respectively.

Consumers hard hit by a recession and coping with day-to-day travails consoled themselves in 1991 with H. Jackson Brown Jr.'s inspirational title *Life's Little Instruction Book* (1.5 million), an original. They also were cheered by two originals from perennially bestselling cartoonist Bill Watterson: *Scientific Progress Goes "Boink"* (1,233,000) and *The Revenge of the Baby-Sat* (1,226,000). Other top-ranking 1991 trade paperbacks that sought to serve up the laughs included Gary Larson's *Unnatural Selections* (780,000) and *Wiener Dog Art* (113,000); Jim Davis's *Garfield Takes Up Space* (275,000), *Garfield Says a Mouthful* (230,000), *The Sixth Garfield Treasury* (130,000), *Garfield: The Truth About Cats* (110,000), *Garfield Gets a Life* (100,000) and *Garfield Be My Valentine Postcard Book* (80,000); Watterson's *The Authoritative Calvin and Hobbes* (237,000) and *Weirdos from Another Planet!* (183,000); Jay Leno's *Headlines III* (173,450); Bathroom Readers Inst.'s *Uncle John's 4th Bathroom Reader* (89,683); Robert F. Laird's *The Boomer Bible* (81,000); Bill Givens's *Film Blubs: Memorable Movie Mistakes* (75,600); David Rensin and Bill Zehme's *The Bob Book* (73,362) and Chuck Reasoner's *All I Need to Know I Learned from My Dead Cat* (60,000)—all originals—and Dave Barry's *Dave Barry Turns 40* (160,000), a reprint.


Life's Little Instruction Book
511 suggestions, observations, and reminders on how to live a happy and rewarding life
PRESUMED INNOCENT
SCOTT TUROW
SCIENTIFIC PROGRESS GOES "BOINK"

Clockwise from left: *Rutledge Hill's primer; A&M's laugher; and Warner's tie-in.*

Top-ranking 1991 titles that focused on physical or emotional health and fitness included Martin Katahn, M.D. and Jamie Pope-Cordle's *T-Factor Fat Gram Counter* (819,052); Robert Hemfelt, Frank Minirth, Paul Meier and Paul Hawkins's *Love Is a Choice: Recovery for Codependent Relationships* (123,446) and John A. McDougall, M.D.'s *The McDougall Program: 12 Days to Dynamic Health* (50,000)—all reprints; Covert Bailey's revised *The New Fit or Fat* (225,000); and the following originals: James Balch, M.D. and Phyllis Balch's *Prescription for Nutritional Healing* (270,000); Joyce Vedral's *The Fat Burning Workout* (266,700); Anne Wilson Schaef's *Meditations for Women Who Do Too Much* (199,534); Richard Fowler and Robert Hemfelt's *Serenity: A Companion for Twelve Step Recovery* (143,920); American Heart Association's *American Heart Association Fat and Cholesterol Counter* (133,533); Winter Griffith, M.D.'s *Complete Guide to Prescription & Nonprescription Drugs* (130,000); Melody Beattie's *Language of Letting Go* (94,596); Julie Davis's *30 Day Summer Shape Up* (77,000); Rokelle Lerner's *Affirmations for the Inner Child* (52,000) and Robert Kennedy's *Bodybuilding Basics* (51,964).

Some intellectually stimulating 1991 bestsellers were: Peter Mayle's *A Year in Provence* (235,000); David Fromkin's *A Peace to End All Peace* (180,235); Hedrick Smith's *The New Russians* (170,000); A. S. Byatt's *Possession: A Romance* (125,000); Jill Ker Conway's *The Road from Coorain* (110,000); Mary Catherine Bateson's *Composing a Life* (105,000); Charles Johnson's *Middle Passage* (93,000); Diane Ackerman's *A Natural History of the Senses* (82,000); Camille Paglia's *Sexual Personae* (70,000); Barbara Kingsolver's *Animal Dreams* (69,874); Anais Nin's *Henry and June* (65,108); Dennis McFarland's *The Music Room* (64,276); Charles Palliser's *The Quincunx* (60,000); Dan Raviv and Yossi

Melman's *Every Spy a Prince* (55,000); Sandra Cisneros's *The House on Mango Street* (52,000); and Joyce Carol Oates's *Because It Is Bitter and Because It Is My Heart* (50,000)—all reprints—and Douglas Coupland's *Generation X* (72,255), an original.

Other strong categories included male-female relationship guides, computers, environment, romance fiction, the Gulf war, science fiction, leadership and management, television and movie tie-ins and cookbooks.

Mass Market

A total of 117 mass market titles published in 1990 or 1991 reported in-print figures at the end of 1991 of at least one million copies and thus qualified for *PW*'s 1991 mass market bestseller list; by contrast, 123 and 119 titles appeared on the 1990 and 1989 lists, respectively. Two titles topped four million on the 1991 list and three topped four million on the 1989 list; none topped four million on the 1990 list.

The 1991 top five contenders were: Scott Turow's *Presumed Innocent* (6,938,000) and Thomas Harris's *Silence of the Lambs* (4,300,000), both movie tie-in reprints; Danielle Steel's *Daddy* (3,985,000) and *Star* (3,960,000), and Tom Clancy's *Clear and Present Danger* (3,724,000)—all reprints. Turow also appeared on the bestseller lists with the reprint *The Burden of Proof* (3,300,000); Steel and Harris showed again with the reprints *Message from Nam* (3,200,000) and *Red Dragon* (1,325,000), respectively.

Other authors who made multiple appearances on *PW*'s 1991 mass market bestseller lists were V. C. Andrews, Stephen King, Dean R. Koontz, Mary Higgins Clark, LaVyrle Spencer, John Saul, Pat Booth, Peter Straub, Johanna Lindsey, Janet Dailey, Belva Plain, Jude Deveraux, Stephen Coonts, Dale Brown, Larry McMurtry, Julie Garwood, Jack Higgins, John Sanford, Maeve Binchy, Janelle Taylor, Fern Michaels and Tony Hillerman. —PENNY KAGANOFF

TRADE PAPERBACKS

Listed here are trade paperbacks (originals, reprints or books issued in dual editions) published in 1990 or 1991 of which publishers have billed and shipped at least 50,000 copies to bookstores in 1991. Please note that publishers' sales figures do not necessarily represent final net sales, since they do not always reflect returns. Some sales figures were submitted in confidence, for use only in placing titles in their correct positions. Titles that were released in 1990 are marked with an asterisk. Almanacs, atlases and annuals are listed in the box on page S29.

500,000+

Life's Little Instruction Book. H. Jackson Brown, Jr. Original. Rutledge Hill (1,500,000)

Scientific Progress Goes "Boink." Bill Watterson. Original. Andrews & McMeel (1,233,000)

The Revenge of the Baby-Sat. Bill Watterson. Original. Andrews & McMeel (1,226,000)

*** Seven Habits of Highly Effective People.** Stephen R. Covey. Reprint. Fireside

*** All I Need to Know I Learned from My Cat.** Suzy Becker. Original. Workman (844,000)

T-Factor Fat Gram Counter. Martin Katahn, M.D., and Jamie Pope-Cordle. Reprint. Norton (819,052)

Unnatural Selections. Gary Larson. Original. Andrews & McMeel (780,000)

*** Armageddon, Oil and the Middle East Crisis.** John F. Walvoord. Revised. Zondervan (713,827)

*** From Beirut to Jerusalem.** Thomas Friedman. Reprint. Anchor

Dianetics: The Modern Science of Mental Health. L. Ron Hubbard. Reprint. Bridge (585,216)

You Just Don't Understand. Deborah Tannen. Reprint. Ballantine (565,000)

200,000+

An Altogether New Book of Top Ten Lists from "Late Night With David Letterman." David Letterman and the *Late Night with David Letterman* Writers. Original. Pocket

Don't Know Much About History. Kenneth Davis. Reprint. Avon (315,000)

A Southern Belle Primer. Marlyn Schwartz. Original. Doubleday

The Rise of Babylon. Charles Dyer. Original. Tyndale House (301,262)

*** The Witching Hour.** Anne Rice. Reprint. Ballantine (300,000)

Garfield Takes Up Space. Jim Davis. Original. Ballantine (275,000)

*** Prescription for Nutritional Healing.** James Balch, M.D., and Phyllis Balch. Original. Avery (270,000)

The Fat Burning Workout. Joyce Vedral. Original. Warner (266,700)

Star Trek: The Next Generation Technical Manual. Michael Okuda and Rick Sternback. Original. Pocket

*** The Authoritative Calvin and Hobbes.** Bill Watterson. Original. Andrews & McMeel (237,000)

A Year in Provence. Peter Mayle. Reprint. Vintage (235,000)

*** Garfield Says a Mouthful.** Jim Davis. Original. Ballantine (230,000)

New Fit or Fat. Covert Bailey. Revised. Houghton Mifflin (225,000)

50 More Things You Can Do to Save the Earth. EarthWorks Group. Original. Andrews and McMeel (219,000)

The Simpson's Rainy Day Fun Book. Matt Groening. Original. HarperPerennial (213,301)

Pocahontas. Susan Donnell. Original. Berkley (205,000)

*** P.S. I Love You: When Mom Wrote She Always Saved the Best for Last.** H. Jackson Brown Jr. Original. Rutledge Hill (205,000)

Aunt Bee's Mayberry Cookbook. Jim Clark and Ken Beck. Original. Rutledge Hill (200,000)

100,000+

*** Meditations for Women Who Do Too Much.** Anne Wilson Schaef. Original. Harper SanFrancisco (199,534)

Running MS-DOS. Van Wolverton. Original. Microsoft (189,320)

*** Weirdos from Another Planet!** Bill Watterson. Original. Andrews & McMeel (183,000)

*** A Peace to End All Peace.** David Fromkin. Reprint. Avon (180,235)

Controlling Your Fat Tooth. Joseph C. Piscatella. Original. Workman (177,000)

Headlines III. Jay Leno. Original. Warner (173,459)

Leadership Secrets of Attila The Hun. Wess Roberts. Reissue. Warner (172,000)

The New Russians. Hedrick Smith. Reprint. Avon (170,000)

Weight Watchers Meals in Minutes Cookbook. Weight Watchers International. Reprint. Plume (168,000)

*** Their Eyes Were Watching God.** Zora Neale Hurston. Reprint. HarperCollins (165,138)

*** 14,000 Things to Be Happy About.** Barbara Kipfer. Original. Workman (163,000)

Dave Barry Turns 40. Dave Barry. Reprint. Fawcett (160,000)
I Helped Save the Earth. Michael O'Brian. Original. Berkley (159,000)
The Cat and the Curmudgeon. Cleveland Amory. Reprint. Little, Brown (155,895)
A Time to Kill. John Grisham. Reprint. Gleneida/Wynwood (153,000)
* **A Moment in Time.** Bertrice Small. Original. Ballantine (150,000)
Sojourn. R. A. Salvatore. Original. TSR
* **Getting the Love You Want.** Harville Hendrix. Reprint (148,158)
Best Baby Name Book in the Whole Wide World. Bruce Lansky. Reprint. Meadowbrook (146,419)
Men at Work. George F. Will. Reprint. HarperPerennial (144,811)
Barbarians at the Gate. Bryan Burrough and John Helyar. Reprint. Harper Perennial (144,511)
* **Serenity: A Companion for Twelve Step Recovery.** Richard Fowler and Robert Hemfelt. Original. Thomas Nelson (143,920)
Good Morning, Holy Spirit. Benny Hinn. Reprint. Thomas Nelson (136,008)
* **The Great Hunt.** Robert Jordan. Original. Tor (135,000)
American Heart Association Fat and Cholesterol Counter. American Heart Ass'n. Original. Times (133,533)
Complete Guide to Prescription & Nonprescription Drugs. Winter Griffith, M.D. Original. Perigee (130,000)
The Sixth Garfield Treasury. Jim Davis. Original. Ballantine (130,000)
Desert Storm. Eliot Brenner and William Harwood. Original. Crown (125,451)
Possession: A Romance. A. S. Byatt. Reprint. Vintage (125,000)
Cry to Heaven. Anne Rice. Reprint. Ballantine (125,000)
* **Dance of Intimacy.** Harriet Goldhor Lerner. HarperPerennial (124,620)
Love Is a Choice: Recovery for Codependent Relationships. Robert Hemfelt, Frank Minirth, Paul Meier and Paul Hawkins. Reprint. Thomas Nelson (123,446)
* **WordPerfect 5.1: The Complete Reference.** Karen Acerson. Original. Osborne/McGraw-Hill
The Simpsons' Family Album. Matt Groening. Original. HarperPerennial (121,403)
Burpee American Gardening Series: Perennials. Suzanne Frutig Bales. Original. Prentice Hall (120,000)
* **Stick a Geranium in Your Hat and Be Happy!** Barbara Johnson. Original. Word (119,000)
Burpee American Gardening Series: Annuals. Suzanne Frutig Bales. Original. Prentice Hall (115,000)
Burpee American Gardening Series: Garden Design. Alice Ireys. Original. Prentice Hall (115,000)
Burpee American Gardening Series: Vegetables. Suzanne Frutig Bales. Original. Prentice Hall (115,000)
* **Wiener Dog Art.** Gary Larson. Original. Andrews and McMeel (113,000)
Garfield: The Truth About Cats. Jim Davis. Original. Ballantine (110,000)
* **The Road from Coorain.** Jill Ker Conway. Reprint. Vintage (110,000)
* **A Book of Angels.** Sophy Burnham. Original. Ballantine (110,000)
* **Whack on the Side of the Head.** Robert von Oech. Original. Warner (105,675)
* **Composing a Life.** Mary Catherine Bateson. Reprint. Plume (105,000)
* **WordPerfect 5.1 Made Easy.** Mella Mineberg. Original. Osborne/McGraw-Hill
Friday Night Lights. H. G. Bissinger. Reprint. HarperPerennial (102,894)
When I Am an Old Woman I Shall Wear Purple. Edited by Sandra Kay Martz. Original. Papier-Mache (102,232)
How to Go to Hell. Matt Groening. Original. HarperPerennial (101,207)
Garfield Gets a Life. Jim Davis. Original. Ballantine (100,000)
Canticle. R. A. Salvatore. Original. TSR
Firstborn. Paul Thompson and Tonya Carter. Original. TSR
The Kinslayer Wars. Douglas Niles. Original. TSR
Kindred Spirits. Mark Anthony. Original. TSR
Always Kiss with Your Whiskers: Love Advice from My Cat. Liz Nickles & Tamara Asseyev. Original. Pocket

75,000+

The Love Hunger Weight-Loss Workbook. Frank Minirth, Paul Meier, Robert Hemfelt and Sharon Sneed. Original. Thomas Nelson (97,466)
* **Language of Letting Go.** Melody Beattie. Original. Harper San Francisco (94,596)
Middle Passage. Charles Johnson. Reprint. Plume (93,000)
Uncle John's 4th Bathroom Reader. Bathroom Readers Inst. Original. St. Martin's (89,683)
* **The Bondage Breaker.** Neil Anderson. Original. Harvest House (87,047)
Dead Air: A Novel. Bob Larson. Original. Thomas Nelson (85,042)
* **The "Late Night with David Letterman" Book of Top Ten Lists.** David Letterman and the *Late Night with David Letterman* Writers. Original. Pocket
The Broken Cord. Michael Dorris. Reprint. HarperPerennial (82,969)
* **Wreaths 'Round the Year.** Dawn Cusick and Rob Pulleyn. Original. Sterling (82,385)
* **The Mambo Kings Play Songs of Love.** Oscar Hijuelos. Reprint. HarperPerennial (82,009)
A Natural History of the Senses. Diane Ackerman. Reprint. Vintage (82,000)
* **The Leadership Challenge: How to Get Extraordinary Things Done in Organizations.** James M. Kouzes and Barry Z. Posner. Reprint. Jossey-Bass (81,007)
The Boomer Bible. Robert F. Laird. Original. Workman (81,000)
* **Dances with Wolves—The Illustrated Story of the Epic Film.** Kevin Costner, Michael Blake and Jim Wilson. Original. Newmarket (80,000)
The Autobiography of FBI Special Agent Dale Cooper. Scott Frost. Original. Pocket
Cat-Dependent No More. "Dr." Jeffrey Reid. Original. Fawcett (80,000)
Garfield Be My Valentine Postcard Book. Jim Davis. Original. Ballantine (80,000)
Who Do Dogs Have Wet Noses? David Feldman. Reprint. HarperPerennial (79,838)
Sports Illstated. Edited by Rick Wolff. Original. Andrews & McMeel (79,000)
Book of Questions, Business, Politics & Ethics. Gregory Stock. Original. Workman (78,000)
Nutcracker. Maurice Sendak. Reprint. Crown (77,176)
* **Dvorak's Guide to DOS and PC Performance.** John C. Dvorak. Original. Osborne/McGraw-Hill
30-Day Summer Shape Up. Julie Davis. Original. Bantam (77,000)
10,000 Baby Names. Bruce Lansky. Reprint. Meadowbrook (76,424)
Black Bart Says Draw. Bill Amend. Original. Andrews & McMeel (76,000)
* **Film Blubs: Memorable Movie Mistakes.** Bill Givens. Original. Carol Pub/Citadel (75,600)
* **Courage to Heal Workbook.** Ellen Bass and Laura Davis. Original (75,410)
The Joy of Photography. Editors of Eastman Kodak. Revised. Addison-Wesley (75,000)
Song of the Saurials. Kate Novak and Jeff Grubb. Original. TSR
The Parched Sea. Troy Denning. Original. TSR
Elfshadow. Elaine Cunningham. Original. TSR
The Verdant Passage. Troy Denning. Original. TSR
Desert Shield. Robert F. Dorr. Original. Motorbooks International (75,000)

[Continued on p.28]

The Quailinesti. Paul Thompson and Tonya Carter. Original. TSR

Wanderlust. Mary Kirchoff and Steve Winter. Original. TSR

Vampire of the Mists. Christie Golden. Original. TSR

50,000+

The Bob Book. David Rensin and Bill Zehme. Original. Dell (73,362)

*** Leadership Is an Art.** Max DePree. Reprint. Dell (73,242)

Palace Walk. Naguib Mahfouz. Reprint. Anchor

Generation X. Douglas Coupland. Original. St. Martin's (72,255)

Panati's Parade, Fads & Follies. Charles Panati. Dual. HarperPerennial (70, 617)

Sexual Personae: Art and Decadence from Nefertiti to Emily Dickinson. Camille Paglia. Reprint. Vintage (70,000)

Fast Food Facts. Marion Franz. Revision. Chronimed/DCI (70,000)

Animal Dreams, Barbara Kingsolver. Reprint. HarperPerennial (69,874)

*** Quicken 4 Made Easy.** David and Mary Campbell. Original. Osborne/McGraw-Hill

DOS Power Tools. Paul Somerson. Original. Bantam (68,000)

The Making of Terminator 2. Don Shay and Jody Duncan. Original. Bantam (68,000)

Politics of Rich and Poor. Kevin Phillips. Reprint. HarperPerennial (67,572)

Car Talk. Tom and Ray Magliozzi with Terry Bisson. Original. Dell (67,569)

*** Henry and June.** Anais Nin. Reprint/Movie tie-in. HBJ/Harvest (65,108)

*** Bride's Wedding Planner—Revised.** Bride's Magazine. Revised. Fawcett (65,000)

The Expendables. Leonard B. Scott. Original. Ballantine (65,000)

The Whole Pop Catalog. Berkeley Pop Culture Group. Original. Avon (65,000)

Escape the Coming Night. David Jeremiah and C. C. Carlson. Original. Word (65,000)

*** Sundays at Moosewood Restaurant.** Moosewood Collective. Original. Fireside

Twin Peaks Access Guide to the Town. David Lynch, Scott Frost and Richard Saul Wurman. Original. Pocket

The Music Room. Dennis McFarland. Reprint. Avon (64,276)

*** Router Basics.** Patrick Spielman. Original. Sterling (64,122)

Scroll Saw Basics. Patrick Spielman. Original. Sterling (62,751)

Riders on the Storm: My Life with Jim Morrison and the Doors. John Densmore. Reprint. Dell (63,660)

*** Chuck Amuck.** Chuck Jones. Reprint. Avon (62,213)

MS-DOS Commands: Microsoft Quick Reference. Van Wolverton. Original. Microsoft (62,178)

Search for Significance. Robert McGee. Original. Word (62,000)

365 TV-Free Activities You Can Do with Your Child. Steve and Ruth Bennett. Original. Bob Adams. (62,000)

Resumes That Knock 'Em Dead. Martin Yate. Original. Bob Adams (60,078)

*** Unbelievably Good Deals & Great Adventures That You Absolutely Can't Get Unless You're over 50.** Joan Rattner Heilman. Reprint. Contemporary (60,061)

The Quincunx. Charles Palliser. Reprint. Ballantine (60,000)

The Joy of Snacks. Nancy Cooper. Revision. Chronimed/DCI (60,000)

Farmhouse Cookbook. Susan Herrmann Loomis. Original. Workman (60,000)

Jewish As a Second Language. Molly Katz. Original. Workman (60,000)

All I Need to Know I Learned from My Dead Cat. Chuck Reasoner. Original. Perigee (60,000)

Songs of the Doomed. Dr. Hunter S. Thompson. Reprint. Pocket

Windows 3.0 Power Tools. William B. Leblond and Jennifer L. Polonius. Original. Bantam (59,000)

Content of Our Character. Shelby Steele. Reprint. HarperPerennial (58,975)

World's Strangest "True" Ghost Stories. John Macklin. Reprint. Sterling (58,625)

Parting with Illusions. Vladimir Pozner. Reprint. Avon (58,450)

Flow. Mihaly Csikszentmihalyi. Reprint. HarperPerennial (55,399)

Allies in Healing. Laura Davis. Reprint. HarperPerennial (58,112)

Free Stuff for Kids. Free Stuff Editors. Original. Meadowbrook (57,594)

*** Quality School.** William Glasser. Original. HarperPerennial (57,591)

Peace, Love & Healing. Bernie Segal. HarperPerennial (57,474)

A Mom's Life. Kathryn Grody. Original. Avon (57,101)

The Empowered Manager: Positive Political Skills at Work. Peter Block. Reprint. Jossey-Bass (56,903)

*** Uncle John's 3rd Bathroom Reader.** Bathroom Readers Inst. Original. St. Martin's (56,650)

Alexandra Stoddard's Living Beautifully Together. Alexandra Stoddard. Reprint. Avon (56,363)

I'd Go with the Helmet, Ray. Original. G. B. Trudeau. Andrews & McMeel (56,000)

*** More Headlines.** Jay Leno. Original. Warner (56,000)

*** Prodigy Made Easy.** Pamela Kane. Original. Osborne/McGraw-Hill

Every Spy a Prince. Dan Raviv and Yossi Melman. Reprint. Houghton Mifflin (55,000)

What, Me Pregnant? Lynn Johnston. Original. Andrews & McMeel (55,000)

1,401 Things That P*ss Me Off. I. M. Peeved. Original. Perigee (55,000)

Rotisserie League Baseball. Glen Waggoner. Original. Bantam (55,000)

My Crowd: The Addams Family Tie-in Edition. Charles Addams. Original/Movie tie-in. Fireside

In Living Color. Nelson George. Original. Warner (53,275)

Son of Film Flubs: More Memorable Movie Mistakes. Bill Givens. Original. Citadel/Carol (53,069)

Speed Cleaning. Jeff Campbell and The Clean Team. Revised. Dell (52,504)

The House on Mango Street. Sandra Cisneros. Reprint. Vintage (52,000)

Wicked Spanish. Howard Tomb. Original. Workman (52,000)

*** The Feeling Good Handbook.** David D. Burns, M. D. Reprint. Plume (52,000)

*** Ernie's Postcard Book.** Tony Mendoza. Original. Capra (52,000)

A Bed by the Window. M. Scott Peck. Reprint. Bantam (52,000)

Nolan Ryan's Pitcher's Bible. Nolan Ryan and Tom House. Original. Fireside

*** Affirmations for the Inner Child.** Rokelle Lerner. Original. Health Communications (52,000)

Bodybuilding Basics. Robert Kennedy. Original. Sterling (51,964)

The Power of Myth. Joseph Campbell. Reprint. Anchor

Welcome to Club Scud. G. B. Trudeau. Original. Andrews & McMeel (51,000)

Reflections. Cathy Guisewite. Original. Andrews & McMeel (51,000)

Running Microsoft Excel. The Cobb Group. Original. Microsoft (50,953)

*** Self Analysis.** L. Ron Hubbard. Reprint. Bridge (50,914)

Fire in the John. Alfred Gingold. Original. St. Martin's (50,898)

Perfect Health. Dr. Deepak Chopra. Reprint. Crown (50,786)

How Not to Turn into Your Mother. Linda Sunshine. Original. Dell (50,623)

*** Adult Children of Alcoholics Expanded, Rev. ed.** Janet G. Woititz. Revised. Health Communications (50,500)

Lakota Woman. Mary Crow Dog. Reprint. HarperPerennial (50,097)

Balloon Cartoons. Aaron Hsu-Flanders. Contemporary (50,027)

*** Being Happy!** Andrew Matthews. Reprint. Price Stern Sloan (50,000)

Love Hunger. Meier, Minirth, et al. Reprint. Fawcett (50,000)

Why Things Are. Joel Achenbach. Original. Ballantine (50,000)

A Harvard Education in a Book. Editors of the Harvard Lampoon. Original. Perigee (50,000)

Because It Is Bitter, and Because It Is My Heart. Joyce Carol Oates. Reprint. Plume (50,000)

Feathered Dragon. Douglas Niles. Original. TSR

Red Magic. Jean Rabe. Original. TSR

Dark Heart. Tina Daniell. Original. TSR

Knight of the Black Rose. James Lowder. Original. TSR

Beyond the Moons. David Cook. Original. TSR

Into the Void. Nigel Findley. Original. TSR

Lightning's Daughter. Mary H. Herbert. Original. TSR

She Just Wants the Hot Wax. Jim Unger. Original. Andrews & McMeel (50,000)

The McDougall Program: 12 Days to Dynamic Health. John A. McDougall, M.D. Reprint. Plume (50,000)

Penny Whistle Christmas Party Book. Meredith Brokaw and Annie Gilbar. Original. Fireside

Planet Drum. Mickey Hart. Original. Harper San Francisco (50,000)

Earth Prayers. Edited by Elizabeth Roberts. Original. Harper SanFrancisco (50,000)

The Joy of Christmas. Helen Feingold and Mary Lee Grisani. Reprint. Barron's

MASS MARKET PAPERBACKS

The following is a listing of those mass market titles published in 1990 or 1991 with 1991 in-print figures exceeding one million copies. Figures represent publishers' claims of copies in print and, as such, do not indicate how well the books sold.

Titles marked with asterisks were released in 1990; sales figures for some titles were submitted in confidence, for use only in placing titles in their correct positions.

3 Million+

*** Presumed Innocent.** Scott Turow. Reprint/Movie tie-in. Warner (6,938,000)

The Silence of the Lambs. Thomas Harris. Reprint/Movie tie-in. St. Martin's (4,300,000)

*** Daddy.** Danielle Steel. Reprint. Dell (3,985,000)

*** Star.** Danielle Steel. Reprint. Dell (3,960,000)

*** Clear & Present Danger.** Tom Clancy. Reprint. Berkley (3,724,000)

The Burden of Proof. Scott Turow. Reprint. Warner (3,300,000)

Llewellyn's Moon Sign Book. Llewellyn Original. Llewellyn (3,210,000)

Message from Nam. Danielle Steel. Reprint. Dell (3,200,000)

*** Dark Half.** Stephen King. Reprint. Signet/Penguin (3,194,000)

*** Web of Dreams.** V. C. Andrews. Original. Pocket

*** Dawn.** V. C. Andrews. Original. Pocket

2 Million+

Megatrends. John Naisbitt. Reissue. Warner (2,878,000)

*** Drawing of the Three (Dark Tower #3).** Stephen King. Reprint. Signet-/Penguin (2,746,000)

Four Past Midnight. Stephen King. Reprint. Signet/Penguin (2,665,000)

*** Memories of Midnight.** Sidney Sheldon. Reprint. Warner (2,650,000)

Secrets of the Morning. V. C. Andrews. Original. Pocket

*** While My Pretty One Sleeps.** Mary Higgins Clark. Reprint. Pocket

The Stand (Unexpurgated Edition). Stephen King. Reprint. Signet/Penguin (2,466,000)

September. Rosamunde Pilcher. Reprint. St. Martin's (2,400,000)

The Plains of Passage. Jean M. Auel. Reprint. Bantam (2,400,000)

*** The Joy Luck Club.** Amy Tan. Reprint. Ivy (2,325,000)

*** Bad Place.** Dean R. Koontz. Reprint. Berkley (2,256,000)

Lady Boss. Jackie Collins. Reprint. Pocket

*** Pillars of the Earth.** Ken Follett. Reprint. Signet/Penguin (2,238,000)

ALMANACS, ATLASES & ANNUALS

The World Almanac & Book of Facts 1992. Mark S. Hoffman, editor. Original. Pharos (2,100,000)

1991 Mobil Travel Guide: California & The West. Revised. Prentice Hall (850,000)

1991 Mobil Travel Guide: Middle Atlantic. Revised. Prentice Hall (850,000)

1991 Mobil Travel Guide: Great Lakes. Revised. Prentice Hall (850,000)

1991 Mobil Travel Guide: Northeast. Revised. Prentice Hall (850,000)

1991 Mobil Travel Guide: Southeast. Revised. Prentice Hall (850,000)

1991 Mobil Travel Guide: Southwest. Revised. Prentice Hall (850,000)

J. K. Lasser's Your Income Tax Guide 1991. J. K. Lasser Institute. Original. Prentice Hall (795,000)

*** Ernst & Young's Arthur Young Tax Guide—1991.** Ernst, Young and Bernstein. Original. Ballantine (475,000)

Information Please Almanac. Edited by Otto Johnson. Original. Houghton Mifflin (350,000)

The World Almanac & Book of Facts 1991. Mark S. Hoffman, editor. Original. Pharos (300,000)

Sports Illustrated 1992 Sports Almanac. Editors of Sports Illustrated. Original. Little, Brown (273,173)

*** Steve Birnbaum's Guide to Walt Disney World 1991.** Steve Birnbaum. Original. Avon (200,000)

1991 Mobil Road Atlas. Original. Prentice Hall (150,000)

IPA Sports '92. Edited by Allen Hammond. Original. Houghton Mifflin (150,000)

Let's Go Europe '92. Harvard Student Agency. Original. St. Martin's (132,208)

USA Today Sport Atlas. Will Balliett & f-stop Fitzgerald. Original. Prentice Hall (125,000)

The Universal Almanac, 1992 edition. John W. Wright, general editor. Original. Andrews and McMeel (104,000)

Frommer's Europe on $45 a Day, 1991 edition. Original. Prentice Hall (102,000)

Truckers Road Atlas. Original. Prentice Hall (100,000)

Knock 'Em Dead with Great Answers to Tough Interview Questions, 1991 edition. Martin Yate. Original. Bob Adams. (93,000)

The Princeton Review: Cracking the System, the SAT and PSAT 1992 edition. Adam Robinson and John Katzman. Original. Villard (90,000)

The Unofficial Guide to Disney World and Epcot 1991. Bob Schlinger. Original. Prentice Hall (90,000)

*** GED: High School Equivalency Test, 12th edition.** Original. Prentice Hall (87,000)

Kovels' Antiques & Collectibles Price List, 1991. Ralph and Terry Kovel. Original. Crown (79,820)

*** 10 SATs, 4th edition.** College Board. Original. College Board (76,718)

Let's Go USA '92. Harvard Student Agency. Original. St. Martin's (68,514)

Best American Short Stories. Edited by Alice Adams. Original. Houghton Mifflin (66,000)

The Best of the Old Farmer's Almanac. Judson Hale, editor. Original. Random House (65,939)

Essential Guide to Prescription Drugs. James W. Long, M.D. Dual. HarperPerennial (65,621)

Hugh Johnson's Pocket Guide to Wine 1992. Hugh Johnson. Original. Fireside

1992 IPA Environmental Almanac. Edited by Allen Hammond. Original. Houghton Mifflin (60,000)

Roger Ebert's Movie Home Companion, 1992 edition. Roger Ebert. Original. Andrews & McMeel (58,000)

*** Fodor's Disney World & the Orlando Area '91.** Original. Fodor's (54,300)

*** Fodor's Caribbean '91.** Original. Fodor's (53,500)

SAT—Barron's How to Prepare for the Scholastic Aptitude Test—SAT, 16th edition. Samuel Brownstein, Mitchel Weiner and Sharon Weiner Green. Original. Barron's

GRE—Barron's How to Prepare for the Graduate Record Exam—GRE, 9th edition. Samuel C. Brownstein, Mitchel Weiner and Sharon Weiner Green. Original. Barron's

GMAT—Barron's How to Prepare for the Graduate Management Admission Test—GMAT, 9th edition. Eugene D. Jaffe and Stephen Hilbert. Original. Barron's

GED—How to Prepare for the High School Equivalency Examination—GED, 8th edition. Murray Rockowitz, Samuel Brownstein and Max Peters. Original. Barron's

LSAT—How to Prepare for the Law School Admission Test, 8th edition. Jerry Bobrow. Original. Barron's

PAC—Barron's Profiles of American Colleges, 18th edition. Edited by the College Division of Barron's Educataion. Series Inc. Original. Barron's

ACT—How to Prepare for the ACT, 9th edition. George Ehrenhaft, Robert L. Lehrman, Allan Mundsack and Fred Obrecht. Original. Barron's

501 Spanish Verbs, 3rd edition. Christopher Kendris. Original. Barron's

SAT: Scholastic Aptitude Test, 9th ed. Original. Prentice Hall (50,000)

It Was on Fire When I Lay Down on It. Robert Fulghum. Reprint. Ivy (2,100,000)
Cold Fire. Dean R. Koontz. Reprint. Berkley (2,079,000)
* **Servants of Twilight.** Dean R. Koontz. Berkley (2,066,000)
The Bourne Ultimatum. Robert Ludlum. Reprint. Bantam (2,000,000)

1.5 Million+

* **Dances with Wolves.** Michael Blake. Reissue/Movie tie-in. Fawcett (1,975,000)
Voice of the Night. Dean R. Koontz. Reprint. Berkley (1,995,000)
* **Rivals.** Janet Dailey. Reprint. Fawcett (1,925,000)
The Women in His Life. Barbara Taylor Bradford. Reprint. Ballantine (1,850,000)
A Ruling Passion. Judith Michael. Reprint. Pocket
* **Mutation.** Robin Cook. Reprint. Berkley (1,705,000)
Once a Princess. Johanna Lindsey. Original. Avon (1,525,792)
Caribbean. James A. Michener. Reprint. Fawcett (1,650,000)
The Anastasia Syndrome. Mary Higgins Clark. Reprint. Pocket
* **Polar Star.** Martin Cruz Smith. Reprint. Ballantine (1,600,000)
Bittersweet. LaVyrle Spencer. Reprint. Jove (1,580,000)
* **Blessings.** Belva Plain. Reprint. Dell (1,575,000)
* **Red Phoenix.** Larry Bond. Reprint. Warner (1,575,000)
* **Morning Glory.** LaVyrle Spencer. Reprint. Jove (1,549,000)
First Man in Rome. Colleen McCullough. Reprint. Avon (1,666,194)
* **A Woman Named Jackie.** C. David Heymann. Reprint. Signet (1,662,000)
Harmful Intent. Robin Cook. Reprint. Berkley (1,506,000)
The Gold Coast. Nelson DeMille. Reprint. Warner (1,500,000)

1 Million+

Sleepwalk. John Saul. Original. Bantam (1,451,000)
Malibu. Pat Booth. Reprint. Ballantine (1,450,000)
* **California Gold.** John Jakes. Reprint. Ballantine (1,450,000)
Mystery. Peter Straub. Reprint. Signet (1,450,000)
* **Gentle Rogue.** Johanna Lindsey. Original. Avon (1,403,091)
* **A Prayer for Owen Meany.** John Irving. Reprint. Ballantine (1,400,000)
Masquerade. Janet Dailey. Reprint. Little, Brown (1,400,000)
Prisoner of My Desire. Johanna Lindsey. Original. Avon (1,400,000)
Dragon. Clive Cussler. Reprint. Pocket
Harvest. Belva Plain. Reprint. Dell (1,400,000)
Second Child. John Saul. Reprint. Bantam (1,400,000)
The Prince of Tides. Pat Conroy. Reprint. Bantam (1,400,000)
* **The Fortune.** Michael Korda. Reprint. Warner (1,359,000)
* **Almost Heaven.** Judith McNaught. Original. Pocket
* **The Temple of My Familiar.** Alice Walker. Reprint. Pocket
* **Reasonable Doubt.** Philip Friedman. Reprint. Ivy (1,350,000)
* **The Minotaur.** Stephen Coonts. Reprint. Dell (1,342,000)
The Golden Orange. Joseph Wambaugh. Reprint. Bantam (1,337,000)
* **Beverly Hills.** Pat Booth. Reprint. Ballantine (1,325,000)
* **Red Dragon.** Thomas Harris. Reprint. Dell (1,325,000)
* **Endearment.** LaVyrle Spencer. Reissue. Jove (1,309,000)
Dark Angel. Sally Beauman. Reprint. Bantam (1,301,000)
* **A Season in Hell.** Jack Higgins. Reprint. Pocket
* **A Knight in Shining Armor.** Jude Deveraux. Reprint. Pocket
The Conquest. Jude Deveraux. Original. Pocket
Mountain Laurel. Jude Deveraux. Reprint. Pocket
* **The Naked Heart.** Jacqueline Briskin. Reprint. Dell (1,300,000)
Jurassic Park. Michael Crichton. Reprint. Ballantine (1,300,000)
* **Sins of the Flesh.** Fern Michaels. Original. Ballantine (1,300,000)
* **Thief of Time.** Tony Hillerman. Reprint. HarperPerennial (1,300,000)
* **The Evening News.** Arthur Hailey. Reprint. Dell (1,290,000)
* **Some Can Whistle.** Larry McMurtry. Reprint. Pocket
Under Siege. Stephen Coonts. Reprint. Pocket
* **Day of the Cheetah.** Dale Brown. Reprint. Berkley (1,239,000)
Time Bomb. Jonathan Kellerman. Reprint. Bantam (1,216,000)
The Fourth K. Mario Puzo. Reprint. Bantam (1,200,000)
Not Without My Daughter. Betty Mahmoody and William Hoffer. Reprint/Movie tie-in. St. Martin's (1,200,000)
Talking God. Tony Hillerman. Reprint. HarperPerennial (1,200,000)
An Inconvenient Woman. Dominick Dunne. Reprint. Bantam (1,164,000)
Houses Without Doors. Peter Straub. Reprint. Signet (1,115,000)
The Prize. Julie Garwood. Original. Pocket
* **Cold Harbour.** Jack Higgins. Reprint. Pocket
Buffalo Girls. Larry McMurtry. Reprint. Pocket
* **Rules of Prey.** John Sandford. Reprint. Berkley (1,132,000)
* **Spy Hook.** Len Deighton. Reprint. Ballantine (1,125,000)
* **Ultimate Prizes.** Susan Howatch. Reprint. Fawcett (1,125,000)
The Eagle and the Raven. James Michener. Reprint. Tor (1,100,000)
The Gift. Julie Garwood. Original. Pocket
The Eagle Has Flown. Jack Higgins. Reprint. Pocket
* **Silver Wedding.** Maeve Binchy. Reprint. Dell (1,100,000)
* **The Edge.** Dick Francis. Reprint. Fawcett (1,100,000)
The Outlaws of Mesquite. Louis L'Amour. Reprint. Bantam (1,100,000)
* **Garden of Lies.** Eileen Goudge. Reprint. Signet/Penguin (1,086,000)
* **The Guest of Honor.** Irving Wallace. Reprint. Dell (1,079,000)
The Mummy. Anne Rice. Reprint. Ballantine (1,075,000)
Shadow Prey. John Sandford. Reprint. Berkley (1,059,000)
Circle of Friends. Maeve Binchy. Reprint. Dell (1,050,000)
* **The Captive.** Victoria Holt. Reprint. Fawcett (1,050,000)
* **Foucault's Pendulum.** Umberto Eco. Reprint. Ballantine (1,050,000)
The Enchanted Land. Jude Deveraux. Reissue. Avon (1,045,000)
Devices and Desires. P. D. James. Reprint. Warner (1,019,000)
Hammerheads. Dale Brown. Reprint. Berkley (1,005,000)
Always & Forever. Cynthia Freeman. Reprint. Jove (1,003,000)
* **Corps III: Counter Attack.** W.E.B. Griffin. Reprint. Jove (1,001,000)
* **Playmates.** Robert B. Parker. Reprint. Berkley (1,001,000)
Stormin' Norman. Jack Anderson and Dale Van Atta. Original. Zebra (1,000,000)
Forever Ecstasy. Janelle Taylor. Original. Zebra (1,000,000)
Michael Landon: His Triumph and His Tragedy. Aileen Joyce. Original. Zebra (1,000,000)
Follow the Wind. Janelle Taylor. Reprint. Zebra (1,000,000)
Captive Secrets. Fern Michaels. Original. Ballantine (1,000,000)
Snare of Serpents. Victoria Holt. Reprint. Fawcett (1,000,000)

Compiled by Ingrid Chevannes & Dermot McEvoy.

In Religious Books, Preachers Top the Charts

Thomas Nelson and Word bestsellers dominate the list

BY WILLIAM GRIFFIN

Thomas Nelson with five titles and Word with four cleaned up in the 1991 hardcover religious bestsellers sweepstakes—Bibles excluded, of course. Add one each from Moody and Doubleday, and there are 11 frontlist religious titles that sold over 100,000 copies each last year.

While the books demonstrate considerable variety, with themes ranging from the inspirational to the international, what they have in common may be more telling in terms of their sales power. A key component of the marketing success for most of the books is undoubtedly the "media ministries" of the authors. Benny Hinn, who has the #1 title, *Good Morning, Holy Spirit*, and a 7000-member church in Florida, runs a national cable show that is broadcast three times a day. Former presidential candidate Pat Robertson (#2) is longtime host of *The 700 Club*, which is broadcast in over 80 countries. Sales for these two titles were over 400,000 copies each. Crystal Cathedral founder Robert Schuller (*Life's Not Fair, But God is Good;* #3) preaches weekly on *The Hour of Power*, a widely watched televised church services. Christian radio listeners can hear Charles Swindoll (*Simple Faith;* #6) weekly on *Insights for Living*. Internationally known crusader Billy Graham (*Hope for the Troubled Heart*; #7) is a Christian radio regular. And Larry Burkett (*The Coming Economic Earthquake*; #5), president of a ministry dedicated to teaching God's principles for financial management, does daily radio shows.

Meanwhile, all but one of the remaining books on the list have built-in constituencies: *Little House in the Ozarks* (#8) would seem to be a must-buy for *Little House on the Prairie* fans past and present. Zig Ziglar (*Ziglar on Selling;* #9) has been a sales and promotions professional for 40 years and has a long backlist of books and tapes. *Love Hunger: Recovery From Food Codependency* (#4) from Nelson's Minirth-Meier clinic is suggested reading for many eating disorder recovery groups.

Alumni support for their alma mater's former 35-year president must contribute to the high sales of the #11 title, Theodore Hesburgh's *God, Country, and Notre Dame*. Since he retired in 1987, Hesburgh has been involved in activities relating to world peace, the environment, ecumenism and international development; these constituencies, too, provide buyers for his autobiography.

Only San Antonio preacher Max Lucado seems without an obviously large following for his sixth book, *In the Eye of the Storm*, which is about the only day in the life of Jesus that was recorded by all four evangelists. Comments Word publisher Kip Jordon, "Lucado's books travel on the printed page alone."

Successful crossover into the secular marketplace also contributes to the high sales figures for the Christian titles. Both Jordon and Hugh Barbour, Thomas Nelson's publisher, estimate that 50% of sales for their '91 bestsellers occurred in general trade stores. *Good Morning, Holy Spirit* spent nine months on *PW*'s hardcover religious bestseller list, which was begun in February 1991 and takes its data from general independent stores, major chains, and wholesalers. *The New World Order* and *Life's Not Fair, but God is Good* both went on the list last fall and are still there as of March. Clearly these titles are selling in CBA and non-CBA stores alike.

Comments Barbour: "Our competition is Random House and Simon & Schuster—that's the shelf space I'm fighting for in the Waldens and Daltons." Barbour says he thinks the expectations for marketing plans, packaging, and editorial content are "frankly, I believe, much higher" in the general retail market than in the religious trade. □

PW's 1991 Religious Bestsellers

1. **Good Morning, Holy Spirit** by Benny Hinn. Nelson; 438,241
2. **The New World Order** by Pat Robertson. Word; 407,189
3. **Life's Not Fair, But God Is Good** by Robert Schuller. Nelson; 188,750
4. **Love Hunger: Recovery From Food Codependency** by Frank Minirth, Paul Meier, Robert Hemsfeldt and Sharon Sneed. Nelson; 188,030
5. **The Coming Economic Earthquake** by Larry Burkett. Moody; 165,946
6. **Simple Faith** by Charles Swindoll. Word; 130,303
7. **Hope for the Troubled Heart** by Billy Graham. Word; 127,914
8. **Little House in the Ozarks: A Laura Ingalls Wilder Sampler—The Rediscovered Writings**, edited by Stephen Hines. Nelson; 123,000
9. **Ziglar on Selling: The Ultimate Handbook for the Complete Sales Professional** by Zig Ziglar. Nelson; 114,221
10. **In the Eye of the Storm** by Max Lucado. Word; 113,693
- *11. **God, Country, Notre Dame** by Theodore M. Hesburgh with Jerry Reedy. Doubleday.

*Sales figures were submitted to *PW* in confidence; for use only in placing the title in its correct position on the list.

Output Levels Off, Prices Inch Upward

1991 title production halts a three-year drop; '90 figures revised upward

BY CHANDLER B. GRANNIS

In 1987, American book title production reached 56,000; average hardcover prices jumped more than 12%. Since then, production has plummeted nearly 9000 titles, or 16%, to 1991's estimated 47,000 titles, based on preliminary figures prepared for *PW* by R.R. Bowker data serivces. With the newly updated and revised "final" total for 1990 of 46,738, as shown in Table 1, four years of significant title reduction seems to have leveled off.

Average prices, comparing preliminary 1991 data with new final 1990 figures, indicate moderate overall changes with many fluctuations in specific areas.

Figures and estimates for all books except mass market paperback are

TABLE 1

AMERICAN BOOK TITLE PRODUCTION

CATEGORY	1989 ALL HARD & PAPER	1990 FINAL HARD & TRADE PAPER Books	Editions	Totals	ALL HARD & PAPER	1991 PRELIMINARY HARD & TRADE PAPER Books	Editions	Totals	ALL HARD & PAPER
Agriculture	562	428	85	513	514	368	98	466	468
Art	1,569	1,113	137	1,250	1,262	991	127	1,118	1,119
Biography	2,193	1,674	225	1,899	1,957	1,665	182	1,847	1,890
Business	1,569	880	295	1,175	1,191	962	329	1,291	1,298
Education	1,054	867	157	1,024	1,039	832	138	970	973
Fiction	5,941	2,725	184	2,909	5,764	2,414	185	2,599	4,199
General Works	2,332	1,456	260	1,716	1,760	1,412	241	1,653	1,684
History	2,563	1,840	375	2,215	2,243	1,719	373	2,092	2,107
Home Economics	949	595	119	714	758	566	116	682	721
Juveniles	5,413	4,496	243	4,739	5,172	4,000	254	4,254	4,555
Language	586	487	145	632	649	409	104	513	521
Law	1,096	649	244	893	896	670	289	959	967
Literature	2,298	1,802	219	2,021	2,049	1,664	226	1,890	1,903
Medicine	3,447	2,438	545	2,983	3,014	2,154	536	2,690	2,710
Music	375	223	59	282	289	222	52	274	275
Philosophy, Psychology	2,058	1,350	212	1,562	1,683	1,320	248	1,568	1,611
Poetry, Drama	1,128	826	44	870	874	770	44	814	821
Religion	2,586	2,005	267	2,272	2,285	1,738	316	2,054	2,059
Science	3,288	2,276	457	2,733	2,742	1,930	485	2,415	2,427
Sociology, Economics	7,971	6,146	846	6,992	7,042	5,564	918	6,482	5,508
Sports, Recreation	1,077	721	116	837	973	708	111	819	893
Technology	2,690	1,687	391	2,078	2,092	1,633	441	2,074	2,089
Travel	701	365	101	466	495	291	111	402	425
Total	53,446	37,049	5,726	42,775	46,743	34,002	5,924	39,926	41,223

NOTE: Figures for mass market paperbound book production are based on entries in R.R. Bowker's *Paperbound Books in Print*. Other figures are from the *Weekly Record* (*American Book Publishing Record*) database. N.B.: Except for mass market, all 1990 figures in tables 1–5 and A–C replace "1990 final figures" shown in *PW*, Sept. 20, 1991.

TABLE 2

PAPERBACKS (EXCLUDING MASS MARKET)

CATEGORY	1989 TOTALS	1990 FINAL NEW BOOKS	NEW EDNS	TOTALS	1991 PRELIMINARY NEW BOOKS	NEW EDNS	TOTALS
Fiction	558	286	116	402	360	117	477
Nonfiction	16,055	11,234	2,525	13,759	10,154	2,638	12,792
Total	16,613	11,520	2,641	14,161	10,514	2,755	13,269

compiled from the bibliographical entries in Bowker's monthly *American Book Publishing Record* (ABPR), of which Beverly Lamar is managing editor. The ABPR database is produced from listings supplied by the Library of Congress. The need for new 1990 computations stems from a change in LC procedure. In 1989, to deal with increased demands, LC began a program of early "abbreviated cataloguing." Complete details (Dewey numbers, for instance) in a number of cases are not available for ABPR use until the year following the actual year of publication. Accordingly, it has been necessary to revise—in effect to update—the final 1990 totals. The 1990 tabulations in *PW* September 20, 1991 are therefore superseded by those appearing here.

These revisions do not apply to the mass market paperback figures presented here.

Table A-1 shows an overall price average (except mass market) of $31.60 per volume in 1990 and $31.86, preliminary, for 1991. Fiction in the two years show average per-volume prices of $19.27 and $19.91, respectively. For paperbacks other than mass maket, Table C, overall averages are $17.45 for 1990 and $18.04 for 1991.

Each of the 23 standard subject groups used here represents one or more specific Dewey Decimal Classification numbers, as follows:

Agriculture, 630-639, 712-719; Art, 700-711, 720-779; Biography, 920-929, B; Business, 650-659; Education, 370-379; Fiction; General Works, 000-099; History, 900-909, 930-999; Home Economics, 640-649; Juveniles; Language, 400-499; Law, 340-349; Literature 800-810, 813-820, 823-899; Medicine, 610-619; Music, 780-789; Philosophy, Psychology, 100-199; Poetry, Drama, 811,812,821,822; Religion, 200-299; Science, 500-599; Sociology, Economics, 300-339, 350-369, 380-399; Sports, Recreation, 790-799; Technology, 600-609, 620-629, 660-699; Travel, 910-919.

TABLE 3

MASS MARKET PAPERBACKS

CATEGORY	1989 FIN	1990 FIN.	1991 PREL.
Agriculture	4	1	2
Art	9	12	1
Biography	77	58	43
Business	20	16	7
Education	19	15	3
Fiction	2,678	2,855	1,600
General Works	64	44	31
History	32	28	15
Home Econ.	48	44	39
Juveniles	376	433	301
Language	14	17	8
Law	2	3	2
Literature	29	28	13
Medicine	29	31	20
Music	2	7	1
Philosophy, Psychology	108	121	43
Poetry, Drama	11	4	7
Religion	11	13	5
Science	16	9	12
Sociology, Economics	59	50	26
Sports, Recreation	134	136	74
Technology	17	14	15
Travel	13	29	23
Total	3,772	3,968	2,291

TABLE 4

IMPORTED TITLES

HARD & TRADE PAPER ONLY

CATEGORY	1989 TOTALS	1990 FINAL BOOKS	1990 FINAL ED'NS	1990 FINAL TOTALS	1991 PRELIMINARY BOOKS	1991 PRELIMINARY ED'NS	1991 PRELIMINARY TOTALS
Agriculture	104	68	18	86	59	13	72
Art	128	80	14	94	61	8	69
Biography	144	108	7	115	98	6	104
Business	152	111	23	134	117	9	126
Education	233	220	14	234	142	11	153
Fiction	119	139	27	166	50	2	52
General Works	322	237	29	266	192	19	211
History	376	285	44	329	223	51	274
Home Econ.	31	14	5	19	14	4	18
Juveniles	101	97	6	103	54	1	55
Language	182	176	26	202	137	21	158
Law	156	109	29	138	128	14	142
Literature	275	223	19	242	156	14	170
Medicine	712	524	64	588	330	49	379
Music	78	41	11	52	63	3	66
Philosophy, Psychology	348	270	14	284	211	18	229
Poetry, Drama	147	104	15	119	93	6	99
Religion	173	153	23	176	97	14	111
Science	1,187	910	120	1,030	609	79	688
Sociology, Economics	1,575	1,276	92	1,368	1,105	80	1,185
Sports, Recreation	94	69	6	75	58	6	64
Technology	638	480	66	546	377	43	420
Travel	39	45	3	48	34	8	42
Total	7,314	5,739	675	6,414	4,408	479	4,887

TABLE 5

TRANSLATIONS INTO ENGLISH

HARD & TRADE PAPER ONLY

	ARABIC	CHINESE	DANISH	DUTCH	FINNISH	FRENCH	GERMAN	HEBREW	ITALIAN	JAPANESE	LATIN	NORWEGIAN	RUSSIAN	SPANISH	SWEDISH	YIDDISH	OTHER	TOTALS
1986 Final	29	29	26	48	3	485	470	45	110	116	36	9	185	93	26	11	N/A	1,721
1987 Final	33	39	24	45	3	580	486	45	115	65	38	16	245	130	36	9	N/A	1,909
1988 Final	27	34	23	49	5	570	501	45	129	95	43	12	256	162	47	14	N/A	2,012
1989 Final	45	26	49	33	3	442	453	56	142	84	38	12	251	121	36	12	N/A	1,803
1990 Final	26	45	24	40	10	389	252	35	79	82	51	7	185	129	30	5	N/A	1,380
1991 Prelim.	18	33	18	28	0	340	362	38	80	77	45	6	150	116	24	11	N/A	1,346

NOTE: "Total" covers only the languages listed here.

TABLE A

HARDCOVER AVERAGE PER-VOLUME PRICES

CATEGORY	1977 PRICES	1989 PRICES	1990 FINAL VOLS.	1990 FINAL $ TOTAL	1990 FINAL PRICES	1991 PRELIMINARY VOLS.	1991 PRELIMINARY $ TOTAL	1991 PRELIMINARY PRICES
Agriculture	$16.24	$51.05	359	$19,472.60	$54.24	331	$19,518.32	$58.96
Art	21.24	50.30	759	32,014.30	42.18	624	27,989.22	44.85
Biography	15.34	27.34	1,337	39,547.10	29.58	1,279	35,220.09	27.53
Business	18.00	37.94	748	34,017.46	45.48	724	31,232.86	43.13
Education	12.95	37.62	562	21,759.75	38.72	490	20,116.91	41.05
Fiction	10.09	18.69	1,962	38,915.69	19.83	1,831	40,967.07	21.88
General Works	30.99	49.73	1,035	56,685.05	54.77	974	49,062.26	50.37
History	17.12	37.95	1,450	52,829.98	36.43	1,315	52,279.60	39.75
Home Economics	11.16	22.17	357	8,498.26	23.80	320	7,775.95	24.29
Juveniles	6.65	13.01	3,675	47,817.98	13.01	3,367	56,033.03	16.64
Language	14.96	47.35	312	13,408.80	42.98	221	11,530.85	52.17
Law	25.04	58.62	596	36,227.32	60.78	606	36,197.94	59.73
Literature	15.78	32.74	1,312	46,975.79	35.80	1,157	41,489.95	35.85
Medicine	24.00	69.87	2,215	160,019.61	72.24	1,842	129,735.51	70.43
Music	20.13	41.73	184	7,702.20	41.86	164	6,677.48	40.71
Philosophy, Psychology	14.43	36.55	963	39,079.83	40.58	879	37,514.84	42.67
Poetry, Drama	13.63	31.12	486	15,642.71	32.19	473	15,310.23	32.36
Religion	12.26	28.12	977	30,585.32	31.31	846	27,894.72	32.97
Science	24.88	68.90	2,028	150,855.34	74.39	1,626	129,636.97	79.72
Sociology, Economics	29.88	41.26	4,504	189,623.83	42.10	3,907	187,065.07	47.86
Sports, Recreation	12.28	29.46	403	12,300.49	30.52	387	12,167.25	31.43
Technology	23.61	71.04	1,521	116,808.11	76.80	1,398	104,699.76	74.89
Travel	18.44	31.37	181	5,504.18	30.41	133	4,267.00	32.08
Total	$19.22	$40.61	27,926	$1,176,291.50	142.12	24,894	$1,083,422.88	$43.52

TABLE A-1

HARDCOVER AVERAGE PER-VOLUME PRICES—LESS THAN $81

CATEGORY	1987 PRICES	1989 PRICES	1990 FINAL VOLS.	1990 FINAL $ TOTAL	1990 FINAL PRICES	1991 PRELIMINARY VOLS.	1991 PRELIMINARY $ TOTAL	1991 PRELIMINARY PRICES
Agriculture	$32.44	$34.06	288	$ 9,764.18	$ 33.90	256	$ 8,219.82	$32.10
Art	33.07	37.74	714	26,637.75	37.31	579	21,989.06	37.97
Biography	22.75	23.49	1,305	33,238.15	25.47	1,251	31,673.24	25.31
Business	30.48	34.01	705	25,681.61	36.43	676	25,723.14	38.05
Education	29.37	36.53	549	19,955.80	36.35	475	17,562.41	36.97
Fiction	17.02	18.50	1,952	37,622.79	19.27	1,823	36,307.07	19.91
General Works	34.22	37.93	896	36,373.45	40.60	868	34,604.16	39.86
History	29.58	31.96	1,407	47,516.47	33.77	1,270	44,476.64	35.02
Home Economics	19.23	21.60	353	7,919.76	22.44	317	7,588.44	23.93
Juveniles	11.29	12.19	3,671	47,297.40	12.88	3,361	44,765.71	13.31
Language	33.26	34.76	276	9,587.12	34.74	184	7,497.85	40.74
Law	37.40	38.70	464	18,756.47	40.42	462	18,835.89	40.77
Literature	28.97	30.77	1,283	42,979.29	33.50	1,136	37,994.10	33.44
Medicine	38.33	40.22	1,474	61,221.05	41.53	1,223	48,460.05	39.62
Music	31.92	35.50	174	6,646.25	38.20	155	5,894.58	38.02
Philosophy, Psychology	31.48	33.40	898	32,115.17	35.76	833	30,447.04	36.55
Poetry, Drama	24.99	27.83	476	14,247.71	29.93	465	14,371.73	30.90
Religion	23.09	26.75	950	27,832.62	29.30	823	24,819.37	30.15
Science	43.02	36.80	1,341	60,954.03	45.45	1,056	47,983.25	45.43
Sociology, Economics	31.65	35.50	4,301	162,497.08	37.78	3,693	144,755.76	39.19
Sports, Recreation	23.32	27.40	400	11,872.99	30.00	381	11,435.50	30.01
Technology	41.68	44.19	1,004	45,913.61	45.73	969	44,146.73	45.55
Travel	24.45	26.65	178	5,184.18	29.12	127	3,634.50	28.61
Total	$28.96	$30.08	25,059	$791,814.23	$31.60	22,383	$713,186.04	$31.86

TABLE B MASS MARKET PAPERBACKS AVERAGE PER-VOLUME PRICES

CATEGORY	1989 PRICES	1990 FINAL VOLS.	1990 FINAL $ TOTAL	1990 FINAL PRICES	1991 PRELIMINARY VOLS.	1991 PRELIMINARY $ TOTAL	1991 PRELIMINARY PRICES
Agriculture	$ 8.45	1	$ 3.95	$ 3.95	2	$ 6.90	$3.45
Art	11.83	11	147.45	13.40	1	19.95	19.95
Biography	6.44	58	420.00	7.24	43	263.48	6.13
Business	8.93	16	125.75	7.85	7	56.20	8.02
Education	8.42	15	121.25	8.08	3	21.90	7.30
Fiction	3.78	2,855	11,579.99	4.05	1,600	6,887.66	4.30
General Works	7.04	44	302.45	6.87	31	229.09	7.39
History	6.37	28	174.90	6.24	15	107.20	7.14
Home Economics	7.20	44	297.04	6.75	39	303.38	7.77
Juveniles	3.19	433	1,543.25	3.56	301	982.61	3.26
Language	5.49	17	91.85	5.36	8	65.25	8.15
Law	6.95	3	19.85	6.61	2	19.90	9.95
Literature	6.10	28	180.60	6.45	13	72.61	5.58
Medicine	8.11	31	255.55	8.24	20	121.91	6.09
Music	6.73	7	102.65	14.66	1	2.75	2.75
Philosophy, Psychology	5.09	121	824.95	6.81	43	345.77	8.04
Poetry, Drama	5.44	4	24.35	6.08	7	47.74	6.82
Religion	6.96	13	90.45	6.95	5	48.80	9.76
Science	9.99	9	82.55	9.17	12	113.10	9.42
Sociology, Economics	6.24	50	344.45	6.88	26	204.97	7.88
Sports, Recreation	5.66	136	719.55	5.29	74	501.03	6.77
Technology	20.95	14	338.30	24.16	15	426.25	28.42
Travel	9.95	29	325.55	11.22	23	265.85	11.55
Total	$4.32	3,967	$18,134.68	$ 4.57	2,291	$11,114.30	$4.85

TABLE C TRADE PAPERBACKS AVERAGE PER-VOLUME PRICES

CATEGORY	1977 PRICES	1989 PRICES	1990 FINAL VOLS.	1990 FINAL $ TOTAL	1990 FINAL PRICES	1991 PRELIMINARY VOLS.	1991 PRELIMINARY $ TOTAL	1991 PRELIMINARY PRICES
Agriculture	$ 5.01	$16.49	142	$ 2,331.93	$16.42	117	$ 1,707.90	$ 14.59
Art	6.27	17.07	462	8,268.35	17.90	444	8,549.37	19.25
Biography	4.91	11.42	520	6,783.68	13.05	480	6,401.69	13.33
Business	7.09	21.29	398	7,804.57	19.61	428	9,134.41	21.34
Education	5.72	18.80	436	8,371.05	19.20	390	7,941.96	20.36
Fiction	4.20	9.87	885	10,018.63	11.32	723	8,160.34	11.28
General Works	6.18	26.94	629	18,660.16	29.67	568	20,162.66	35.49
History	5.81	15.69	701	12,189.53	17.39	637	10,517.46	16.51
Home Economics	4.77	12.10	351	4,552.99	12.97	345	4,444.99	12.88
Juveniles	2.68	6.64	938	6,366.75	6.78	744	5,603.67	7.53
Language	7.79	18.02	292	4,867.58	16.67	228	3,857.52	16.91
Law	10.66	23.81	269	6,765.37	25.15	268	5,711.06	21.30
Literature	5.18	14.83	671	10,427.58	15.54	591	8,995.13	15.22
Medicine	7.63	22.25	696	15,879.68	22.82	638	15,287.36	23.96
Music	6.36	18.45	92	1,764.05	19.17	99	1,730.23	17.47
Philosophy, Psychology	5.57	15.06	563	8,609.10	15.29	593	9,740.25	16.42
Poetry, Drama	4.71	10.98	368	4,573.23	12.43	313	3,672.94	11.73
Religion	3.68	11.06	1,248	15,123.35	12.12	1,135	14,364.91	12.65
Science	8.81	27.14	621	17,397.25	28.01	488	13,328.78	27.31
Sociology, Economics	6.03	20.33	2,333	45,716.77	19.60	2,001	38,157.88	19.06
Sports, Recreation	4.87	13.36	422	5,770.34	13.67	401	5,941.26	14.81
Technology	7.97	28.64	509	15,300.67	30.06	497	16,506.22	33.21
Travel	5.21	15.71	280	3,730.35	13.32	259	3,647.15	14.08
Total	$5.93	$17.16	13,826	$241,272.96	$17.45	12,387	$223,565.14	$ 18.04

TABLE D THREE CLOTH CATEGORIES—*PW* ANNOUNCEMENT FALL ADS

NOVELS*	AVG.	MED.
1991—148 vols./43 pubs.	$20.99	$19.95
1990—136 vols./35 pubs.	$19.84	$19.95
1989—187 vols./20 pubs.	$15.88	$18.95
1988—209 vols./39 pubs.	$18.48	$18.95
1987—198 vols./42 pubs.	$17.90	$16.95
1986—305 vols./53 pubs.	$17.13	$16.95
1985—219 vols./49 pubs.	$16.53	$16.95

*Not Mystery, Western, SF, Light Romances

BIOGRAPHY**	AVG.	MED.
1991—129 vols./63 pubs.	$25.83	$22.95
1990—135 vols./62 pubs.	$26.04	$24.95
1989—133 vols./61 pubs.	$22.64	$19.95
1988—132 vols./55 pubs.	$25.29	$22.50
1987—115 vols./64 pubs.	$25.30	$19.95
1986—125 vols./53 pubs.	$22.28	$19.95
1985—137 vols./60 pubs.	$22.09	$19.50

**Includes Letters, Diaries, Memoirs

HISTORY***	AVG.	MED.
1991—114 vols./43 pubs.	$30.84	$24.95
1990—153 vols./62 pubs.	$28.79	$25.00
1989—151 vols./71 pubs.	$28.92	$22.50
1988—154 vols./68 pubs.	$27.17	$24.95
1987—182 vols./66 pubs.	$27.05	$24.95
1986— 73 vols./24 pubs.	$28.99	$24.95
1985—179 vols./70 pubs.	$24.25	$25.00

***Not Art Books

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